

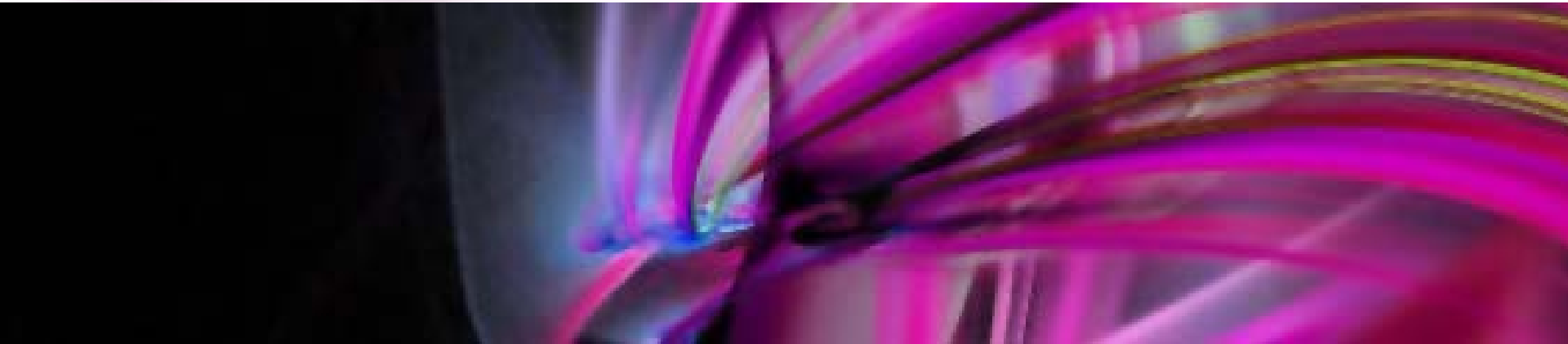
Assisted Living Innovation Platform:

The Business of Innovating for Independent Living

Jackie Marshall-Cyrus

Lead Specialist– Assisted Living Innovation Platform

29th September 2010



Technology Strategy Board

Driving Innovation

About the Technology Strategy Board

- An arm's length executive body, based in Swindon with 90 staff and broad business experience.
- Sponsored by the Department for Business, Innovation, and Skills (BIS)
- Working across government in partnership with research councils, regional development agencies and the devolved administrations
- Focused on driving business innovation and the application of technology

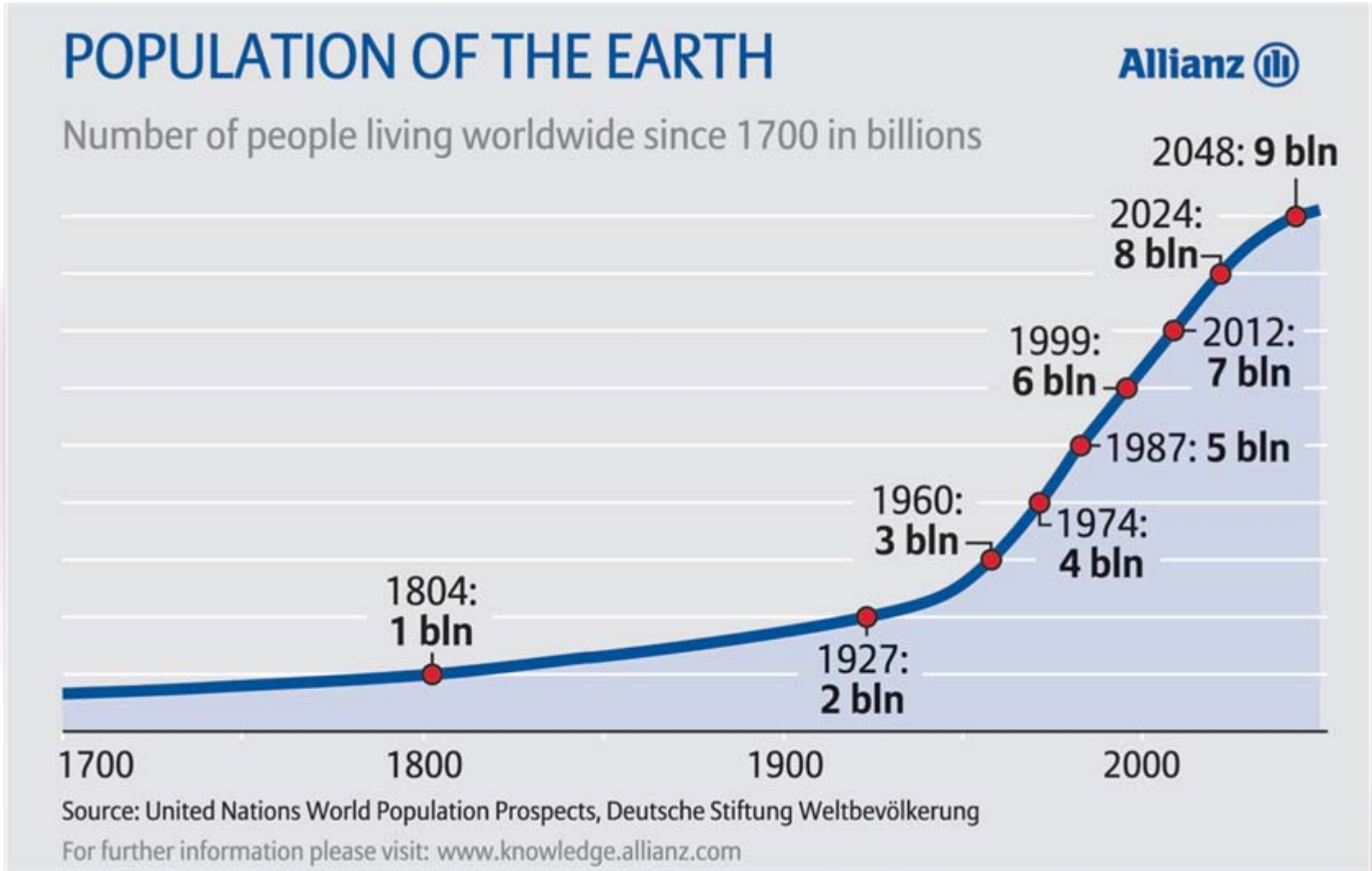


Our strategy in 3 words

Technology Strategy Board
Driving Innovation

Connect and Catalyse
A strategy for business innovation
2008-2011

There are a lot more people

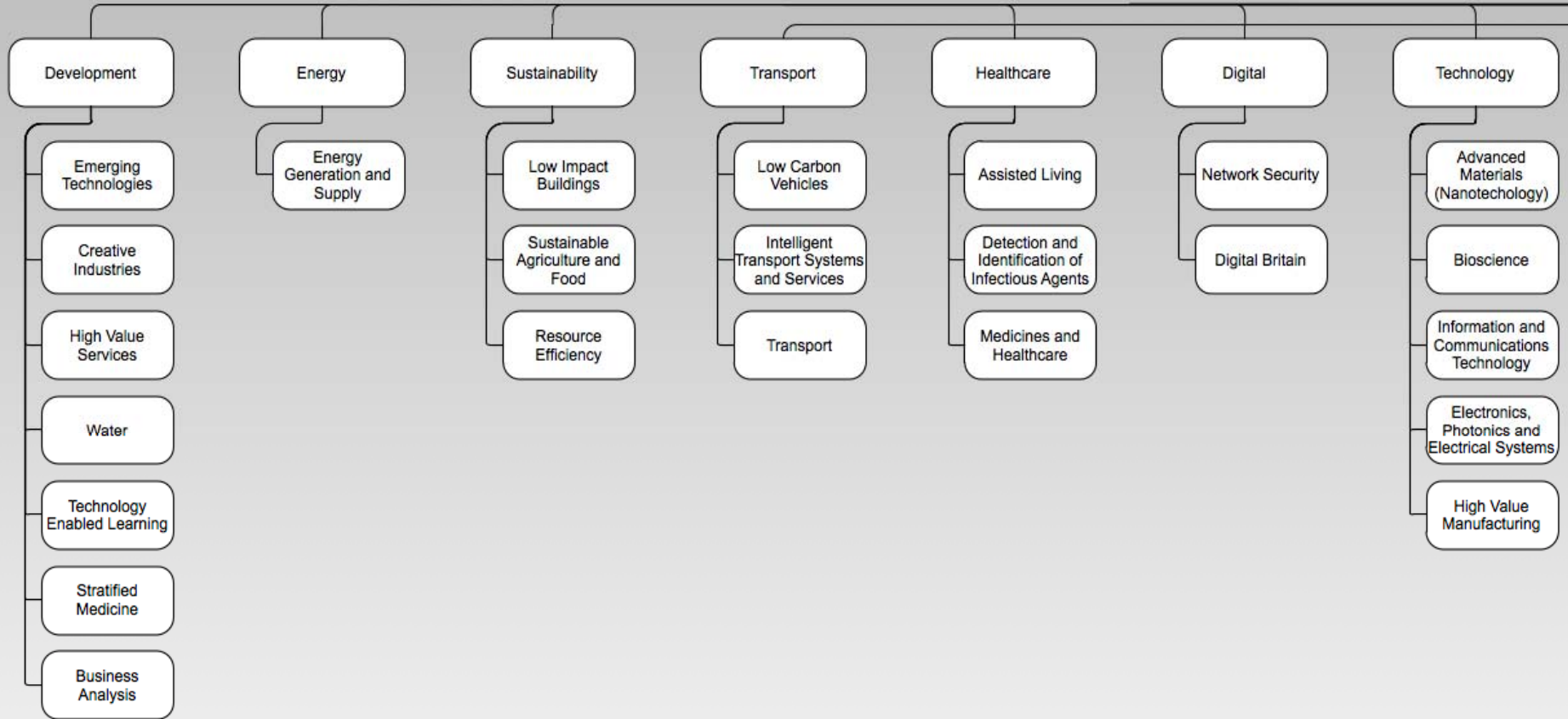
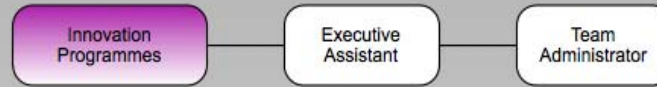


What we do

- We build capability in the underpinning areas that enable a sure and effective response to market needs
- We aim to help companies understand the needs of the markets and support the most innovative and competitive responses
- We work with Government as they address societal challenges to give business the future market definition they need to be competitive
- We build networks within communities with similar skills or goals, where knowledge about needs and capabilities can be exchanged

Technology Strategy Board

Driving Innovation



Driving Innovation

- Collaborative Research and Development grants
- **Innovation Platforms**
- SBRI programme
- European Projects and Programmes
- Knowledge Transfer Partnerships
- Knowledge Transfer Networks

Technology Strategy Board

Driving Innovation

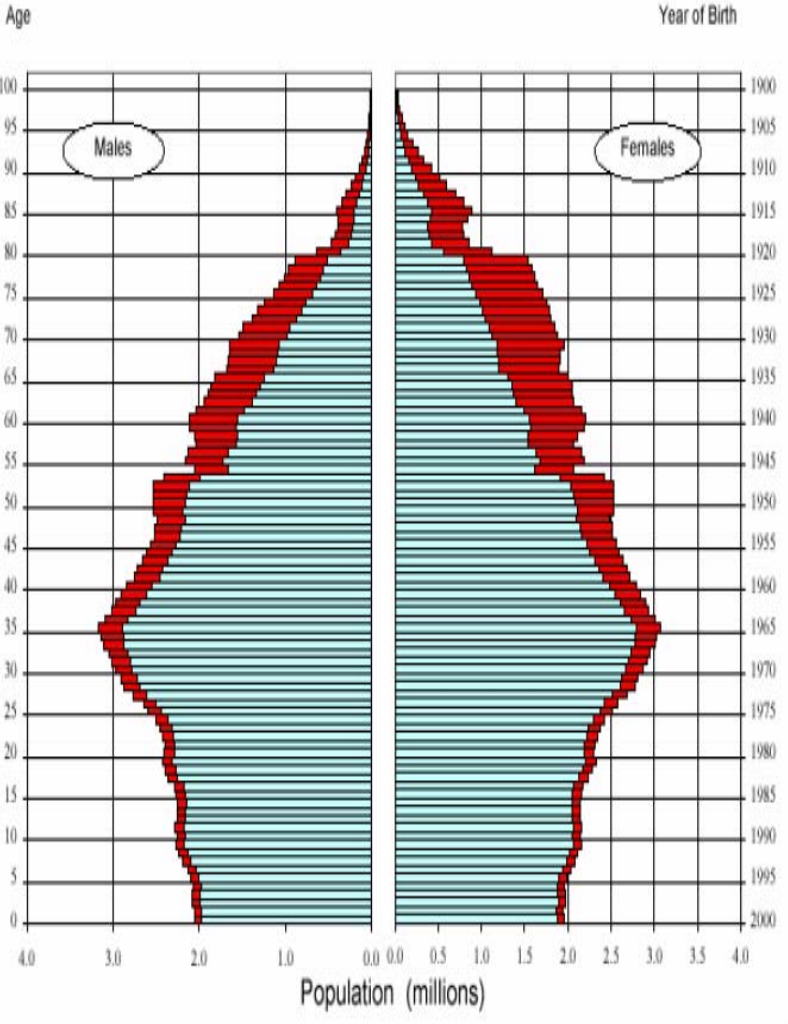
The Assisted Living Innovation Platform



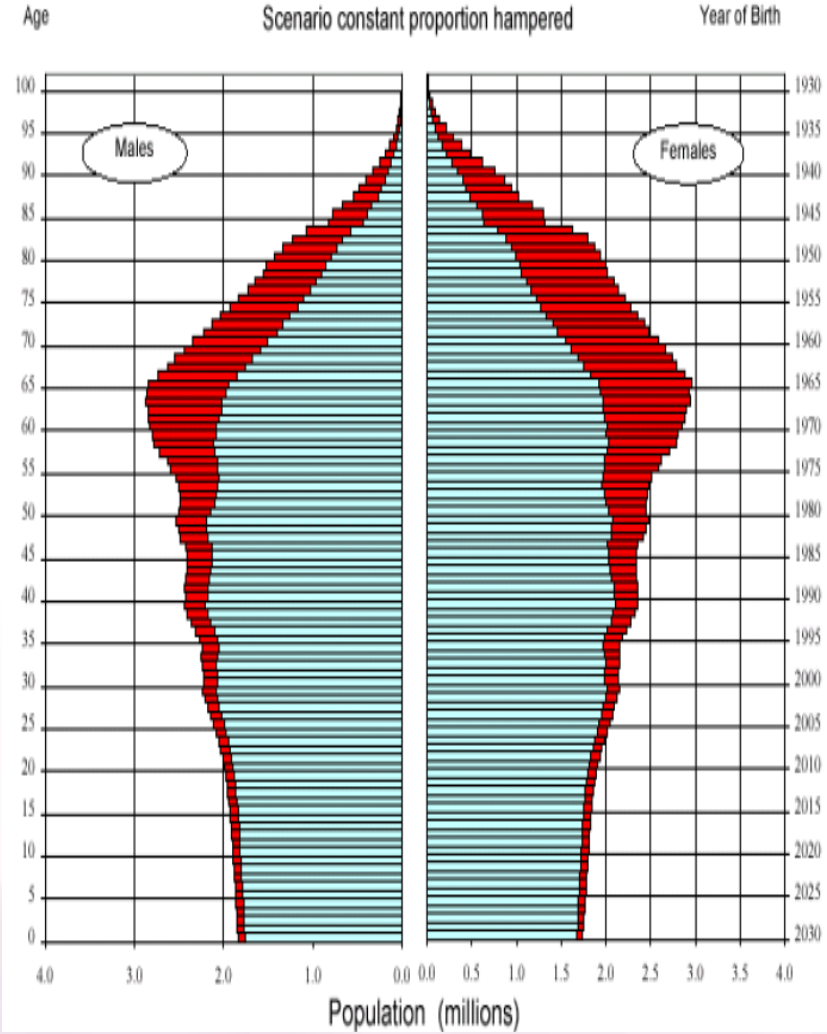
Technology Strategy Board

Driving Innovation

European Union, 2000, Total and Hampered Population



European Union, 2030, Total and Hampered Population



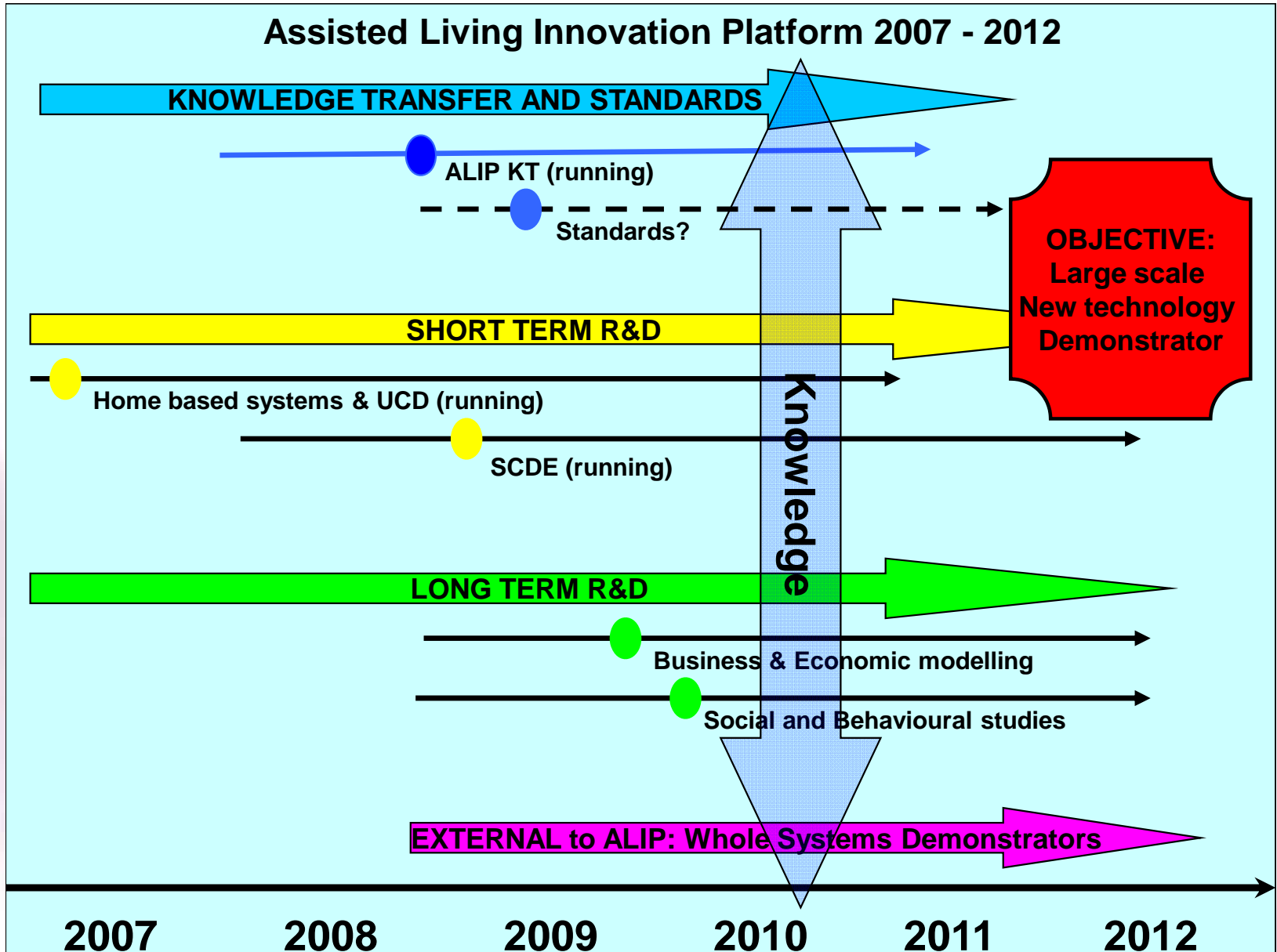
Aim of the Assisted Living IP

- The aim of the platform is to significantly advance the technology to meet the demand for independent living from those suffering from chronic conditions (e.g. CHD, COPD, Type 2 Diabetes, Alzheimer's) in particular the demand from the increasing number of older persons.

Current care models are unsustainable, and major changes will be needed.

This presents a major opportunity for companies involved in the existing telecare market, and for new large players e.g. BT, Intel, IBM, Pfizer etc. and for SMEs.

Overview of Implementation Plan



Technology Strategy Board

Driving Innovation

**It's not about
the technology!**







What are the real issues?

Discrimination(ageism; prejudice), Poverty, Crime, Health and Social Care, Pharmacology, Nutrition, Rehabilitation, Protection, Travel, Housing, Information, Ethnic Minority status, Depression, Suicide, Sexuality and Sexual Health, Loneliness, Dementia Care, Self actualization, Elder abuse, Long term care, Digital divide, Continence, Leisure

Poverty, loneliness and depression

- 1 in 4 older people are so worried about the future that it is making them ill
- 2.5 million of the UK's pensioners live in severe poverty and in the last year another 200,000 plunged into fuel poverty
- 1.7 million single older men live in isolation (nearly 400,000 are 75+). Nearly 400,000 of them live in poverty.
- Highest suicide rate in the UK is among older men over 75 yrs. Depression is the most important risk factor, along with living alone, hopelessness, physical pain and guilt.

Technology Strategy Board

Driving Innovation

	England & Wales	England	Scot	N I	Great Britain	UK
All Ages	36,700	34,000	3,510			
08/09 Aged 65+	33,000	31,000	3,140	873	36,400	37,013
07/08 Aged 65+	22,320	20,970	2,050	545	24,370	24,915
Change 07/08 to 08/09	Up 49.2%	Up 48.3%	Up 53%	Up 60%	Up 49.4%	Up 49.8%

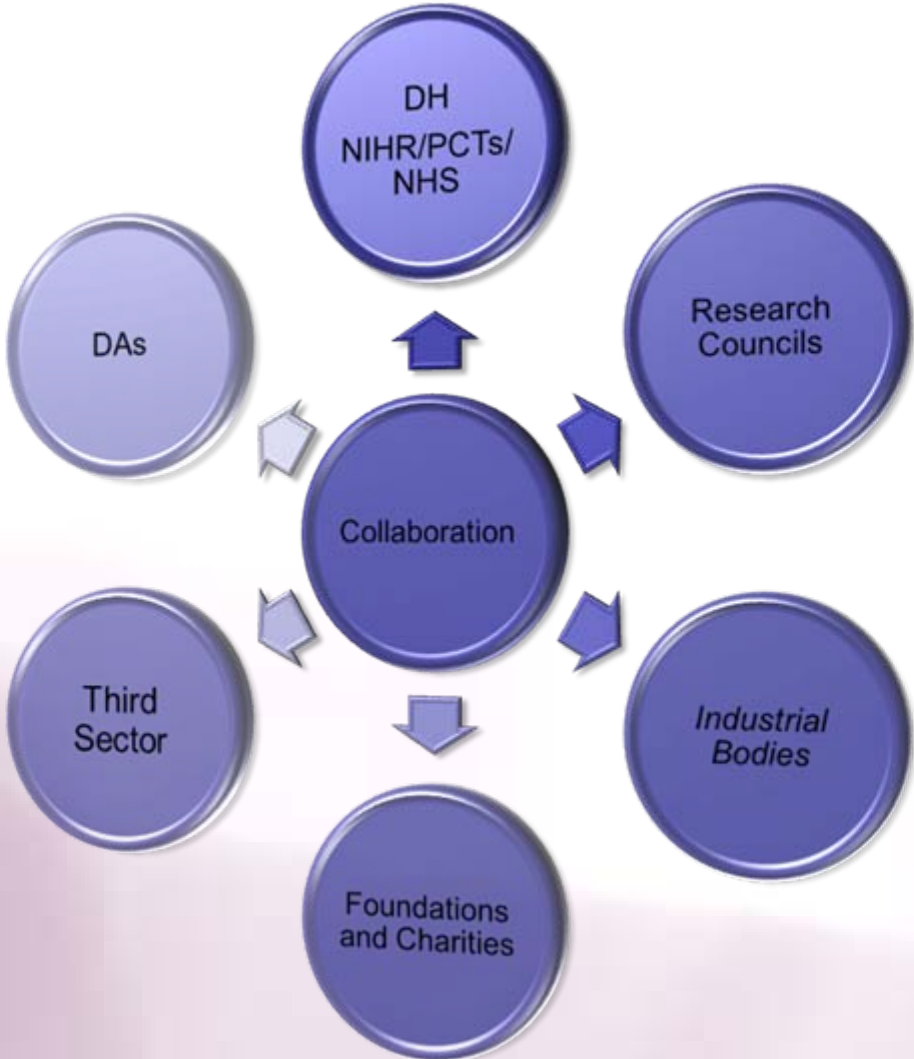
Provisional Total Excess Winter Deaths for persons aged 65 + in the UK
2008/09 and 2007/08 (Age Concern)

Partnership is imperative!

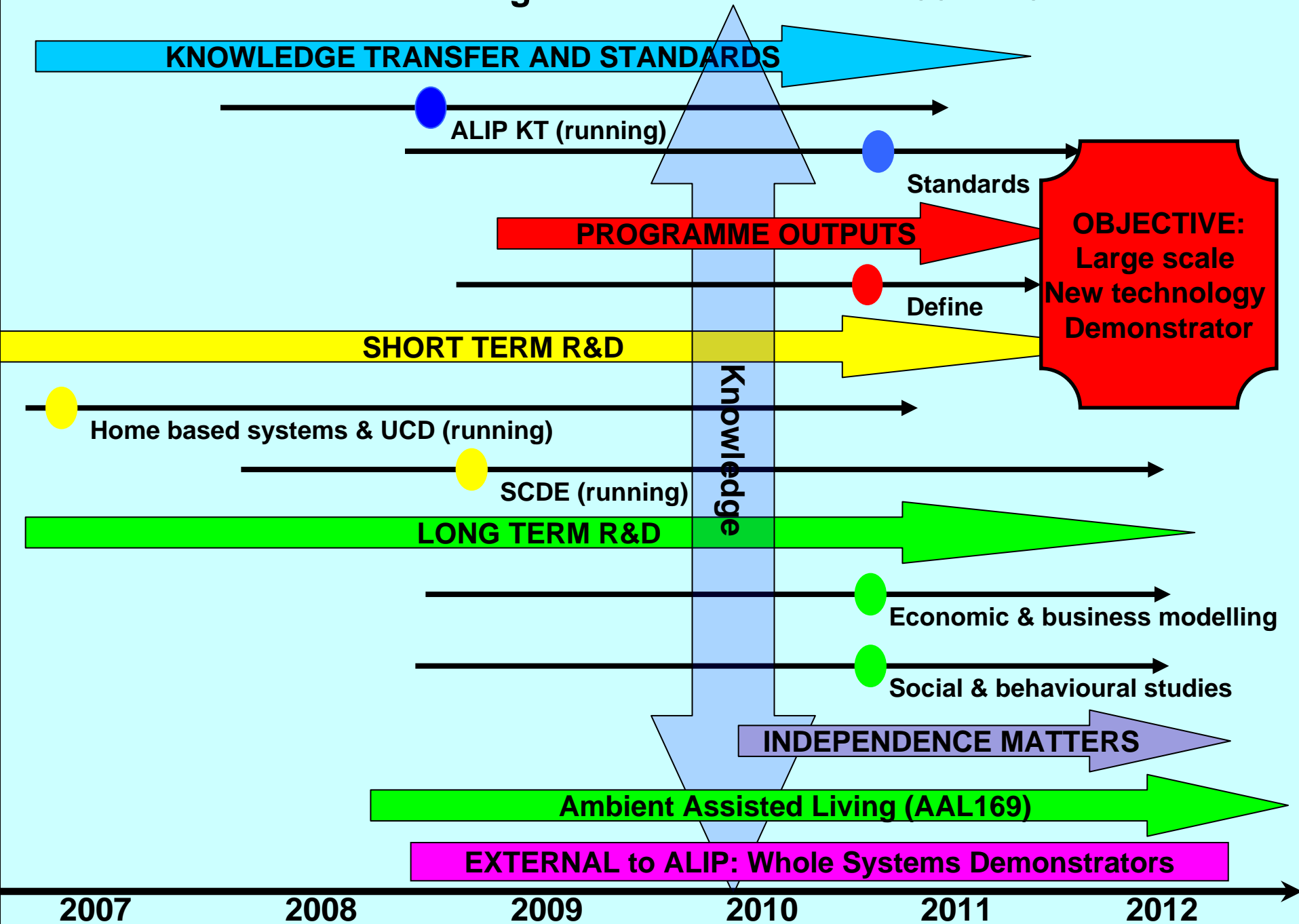


Technology Strategy Board

Driving Innovation



Assisted Living Innovation Platform 2007 - 2012



Independence Matters

Design & Technology Improving Quality of Life



Technology Strategy Board

Driving Innovation



Technology Strategy Board

Driving Innovation

Conference, Exhibition, 1:1 Meeting

12 October, Business Design Centre, London

www.innovate10.co.uk

innovate
connect for growth



“Innovate is the leading networking, conference and exhibition event for businesses to meet other businesses, government and academia with the aim of making innovation happen – creating opportunity and growth for the future.”

New for Innovate 10: £600k competition launch pad; the sustainability stage & hall; updated speaker programme with over 24 leading business case studies; launch of the Technology Strategy Board’s ICTomorrow digital test bed programme.

Interested in working with us?

Technology Strategy Board

<http://www.innovateuk.org>

Assisted Living Innovation Platform (ALIP)

<http://www.innovateuk.org/ourstrategy/innovationplatforms/assistedliving.ashx>

Assisted Living Directory [http://www.alip-](http://www.alip-healthtechktn.com/al-directory.html)

[healthtechktn.com/al-directory.html](http://www.alip-healthtechktn.com/al-directory.html)

Innovate 10 [\[pad/about\]\(http://www.innovate10.co.uk/launch-pad/about\)](http://www.innovate10.co.uk/launch-</p></div><div data-bbox=)

Technology Strategy Board

Driving Innovation

Email: jackie.marshall-cyrus@tsb.gov.uk

Mobile: +44 (0)7826 894459

Direct: +44 (0)1793 442787

Thank You!

