



BUSINESS PLAN

CEN/TC 431

SERVICE CHAIN FOR SOCIAL CARE ALARMS

EXECUTIVE SUMMARY

Scope

The scope of CEN/TC 431 is to be responsible for the standardization of the service chain processes for technology enabled care. The firm focus is on the users; ensuring them an improved level of quality of life by enabling the users to stay longer in their own homes, remain independent and be able to participate actively in society. CEN/TC 431 achieves this by working with all interconnected parts in the entire service chain for social care alarms. All parts in the service chain are equally important.

Business Environment

The European population is growing older and living longer. The desire of older people to stay in their own homes as long as possible, be active and independent and be able to participate in society is important from an individual perspective. It is also important from society's perspective in regards to controlling the monetary costs for social and health care. The ageing population of today has a better and wider offer of health care service as well as higher expectations of a healthier and more active ageing than previous generations. Social care alarms support the possibility for the users to receive social care, medical attention and assistance in their own homes. Also;

- countries are acutely aware of the increasing costs around the care of ageing populations and trying to find ways to deal with these;
- the potential market growth for social care alarm services is large but in order for it to get boosted, especially for SMEs (Small and medium enterprises), a common communication platform agreed on by the industry and other stakeholders needs to be developed.

Benefits

- Increased safety, quality of life and security for millions of elderly and people with special requirements - and their relatives - providing users the opportunity to stay in their own homes longer;
- Stimulated growth in innovation and business activity due to a coordinated, comprehensive and radical technology shift of a non-sustainable analogue communication platform into a digital Internet Protocol (IP) based platform;
- Decreased costs for society.

Priorities

The strategy of CEN/TC 431 is to focus on the entire service chain for social care alarms with all its interconnected parts. CEN/TC 431 understands that it is a priority and essential to cooperate and coordinate with other existing standardization organizations and other organizations in order to avoid overlapping or redundant work.

1 BUSINESS ENVIRONMENT OF THE CEN/TC 431

1.1 Description of the Business Environment

The European population is growing older and living longer. The desire of older people to stay in their own homes as long as possible, be active and independent and be able to participate in society is important from an individual perspective. It is also important from society's perspective in regards to controlling the monetary costs for social and health care. The ageing population of today has a wide offer of health care service as well as high expectations of a healthy and active ageing.

Social care alarms support the possibility for the users to receive social care, medical attention and assistance in their own homes. For millions of users and their relatives, the social care alarms are important for the improvement of quality of life, security and health as they – and their associated services - enable people to stay in their own homes longer. The social care alarms are also important to society as they constitute a method to manage the increased costs associated with the growing population of elderly in Europe.

The list below mentions some of the main political and economic factors closely related to social care alarm services:

- Countries are acutely aware of the increasing costs around the care of ageing populations and trying to find ways to deal with these;
- The potential market growth for social care alarm services is large but in order for it to get boosted - especially for SMEs (Small and medium enterprises) - a common communication platform agreed on by the industry and other stakeholders needs to be developed;
- The European Commission has identified active and healthy ageing as a major societal challenge common to all European countries and established the “European Innovation Partnership program on Active Healthy Ageing (EIP-AHA)”. The European Commission has also identified active and healthy ageing as an area which presents considerable potential for Europe to lead the world in providing innovative responses to this challenge;
- The “Digital Agenda for Europe (DAE)”, the EU initiative to support the digital infrastructure and internet technologies is the first of seven flagship initiatives under “Europe 2020”, which is the EU's strategy to deliver sustainable and inclusive growth.

Today, there is no common and open digital internet protocol based communication platform within the service chain for social care alarms, making it hard for the industry, service providers and manufacturers, to develop new tools and services. This lack of a common platform is also an obstacle to business innovation around the service offering. There are also numerous national laws around social and health care which need to be considered and addressed in the standardization work of CEN/TC 431.

1.2 Quantitative Indicators of the Business Environment

- Social care alarms are used by about 2,6 million customers/users living in their own homes;
- The monetary value of the service chain for social care alarms is estimated to 3 billion Euros in Europe based on the 2013 customer base;
- The costs of care for someone in an institution compared with providing care via social care alarm services in the user's home is estimated to be up to fifty times as high;
- If all Europe had an equal level of users as in the United Kingdom and Sweden, and at the same time considering current demographic projections, the potential future demand would increase during the coming two decades and could reach up to as many as 18,4 million users in Europe.

2 BENEFITS EXPECTED FROM THE WORK OF THE CEN/TC 431

- Increasing safety, quality of life and security for millions of elderly and people with special requirements - and their relatives - providing users the opportunity to stay in their own homes longer;
- Stimulating growth in innovation and business activity due to a coordinated, comprehensive and radical technology shift of a non-sustainable analogue communication platform into a digital Internet Protocol (IP) based platform;
- Simplified and clarified guidelines which will assist stakeholders to order and procure sustainable services in the modern digital telecom networks of today;
- Swifter and easier market access for manufacturers;
- Promotion of continuous improvement in the quality within the area of social care alarm services and products;
- Easier ways for stakeholders to comply with the requirements and to show compliance;
- Decreased costs for society;
- Supporting the fulfillment of the European Commission strategy aiming to enhance European competitiveness and tackle societal challenges through innovation;
- Supporting the achievement of the goals of the European Innovation Partnership program on Active Healthy Ageing (EIP-AHA);
- Supporting the achievement of the goals of the EU's Digital Agenda by providing opportunities of sustainable economic growth delivering social care services via a digital Internet Protocol (IP) based communication infrastructure;
- Placing Europe in the competitiveness forefront within telecare in the world;
- Creation of responses to the societal challenge of supporting active and healthy ageing;
- Creation of a platform for consensus for offering telecare services in Europe that gives opportunities to integrated care - connecting social care and health care;
- Enabling of new business and operational models and tools for social and health care delivery.

3 PARTICIPATION IN THE CEN/TC 431

All the CEN national members are entitled to nominate delegates to CEN Technical Committees and experts to Working Groups, ensuring a balance of all interested parties. Participation as observers of recognized European or international organizations is also possible under certain conditions in line with the principles of CEN Guide 25 The concept of Partnership with European Organizations and other stakeholders. CEN/TC 431 welcomes the participation of societal stakeholders to these activities, in particular ANEC - The European consumer voice in standardisation, the European Environmental Citizens' Organisation for Standardisation (ECOS), Small Business Standards (SBS), and the European Trade Union Institute (ETUI). To participate in the activities of this CEN/TC, please contact the national standards organization in your country.

4 OBJECTIVES OF THE CEN/TC 431 AND STRATEGIES FOR THEIR ACHIEVEMENT

4.1 Defined objectives of the CEN/TC 431

The scope of CEN/TC 431 is to be responsible for the standardization of the service chain processes for technology enabled care with a firm focus on the users; ensuring them an improved level of quality of life by enabling them to stay longer in their own homes, remain independent and be able to participate actively in society. CEN/TC 431 achieves this by working with all interconnected parts in entire service chain for social care alarms. All parts in the service chain are equally important. The main parts of the scope are:

- 1) The development of the required service process chain for technologically enabled care;

- 2) The development of specifications of the social care alarms services; for example, care provisioning via home visits, remote assistance, involvement of relatives, assessment and follow-up;
- 3) The development of specifications of the telecommunication service needed between the residence of the user and the social care alarm receiving provider;
- 4) The development of requirements for the implementation of open IP (Internet Protocol) based protocols for technology enabled care;
- 5) The development of specifications for the social care alarm receiving services and user response handling services provided by, for example, municipality, non-profit organisation, insurance company, sub-contractor or relative;
- 6) The development of specifications for the proper functioning and continuous improvement of the social care alarm, including - for example - monitoring, data gathering and management, contingency planning, redundancy, resilience enhancement and crisis management;
- 7) The development of guidelines for social care alarm service provisioning being compliant with the numerous national laws around social and health care;
- 8) The development of specifications for information security and information security management through the entire service chain;
- 9) The development of procurement guidelines for all parts in the service chain for social care alarms;
- 10) The development of terminology around social care alarm services;
- 11) Ensuring and promoting the highest level of usability and accessibility in the standards produced.

4.2 Identified strategies to achieve the CEN/TC 431 defined objectives.

CEN/TC 431 understands that it is essential to cooperate and coordinate with other existing standardization organizations and other organizations in order to avoid overlapping or redundant work. These parties will be actively invited to liaison with CEN/TC 431. The types of envisioned liaisons are, for example, organizations within the sector of active and healthy ageing, assisted living, health informatics, information security, health care, industry organizations, user organizations, and other Technical Committees within CEN as well as other European and global standardization bodies.

4.3 Environmental aspects

The documents elaborated by CEN/TC 431 do not explicitly deal with environmental aspects; however, if recognized they will be handled. For example, the recycling of used devices or products used in the service chain for social care alarms could be an activity to address. CEN/TC 431 will actively promote the use of the CEN Guide 4 and its Environmental Checklist for addressing environmental issues. Also, CEN/TC 431 recognizes that some of the services for social care alarms reduce the needs for traveling and thus have a positive effect on the environment.

5 FACTORS AFFECTING COMPLETION AND IMPLEMENTATION OF THE CEN/TC 431 WORK PROGRAMME

The work of CEN/TC 431 will only be successful if its standardizers, stakeholders, secretaries and national representatives engage actively. It is also vitally important that all work at all stages is discussed thoroughly by the national bodies' representatives and members of the working groups of CEN/TC 431.