BARCELONA
CUIDA
NET

BARCELONA
CARE
NET

The **European Connected Health Alliance** (ECHAlliance)

2nd Health & Wellness vertical programme

The Mobile World Congress 2015,

Barcelona 3 – 4 March 2015.

From experimentation to routine: how to implement?

Tuesday 3 March

Ramon Sanahuja

Director de Projectes d'Innovació Social
Ajuntament de Barcelona

The challenge

The challenge

What is the problem?

Where is it a problem?

When is it a problem?

How big is the problem?

Why is it a problem?

Is the problem changing or evolving?

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Meet Ramon

Isolation

The challenge

“ I never though that the worst of growing older were being alone”

Concepció. 92 years old.

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Effects of isolation on health

- **3,5 more possibility to enter in elderly care home**
- **1,9 more possibility to visit the doctor.**
- **1,3 more possibility to have an Emergency**

Comparing elders who live alone with elders who do not live alone:

- **3,4 more possibility to have depression.**
- **1,9 more possibility to develop dementia during the following 15 years**

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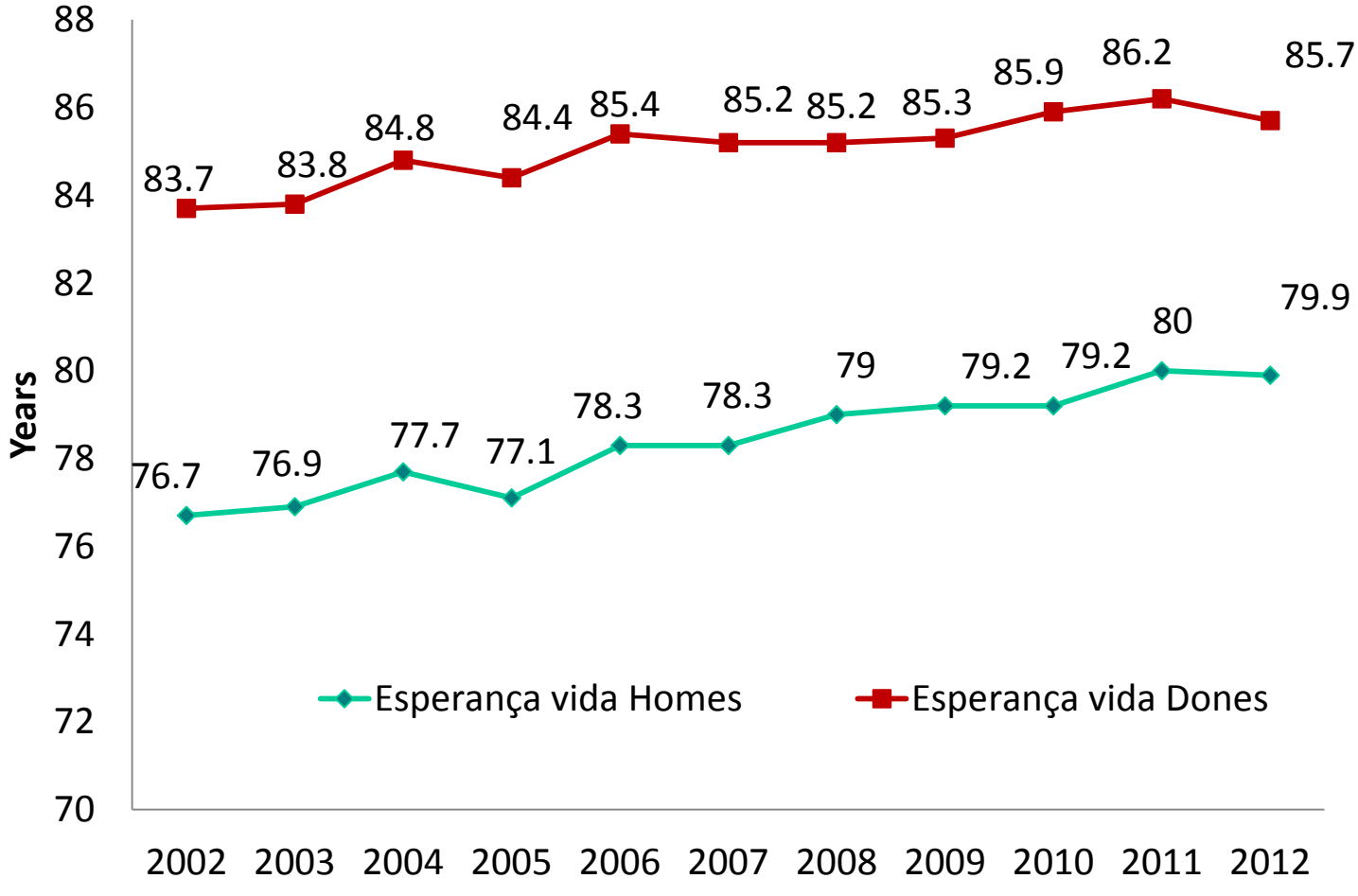
Data and tendencies Life expectancy in Barcelona. 2002 to 2012.



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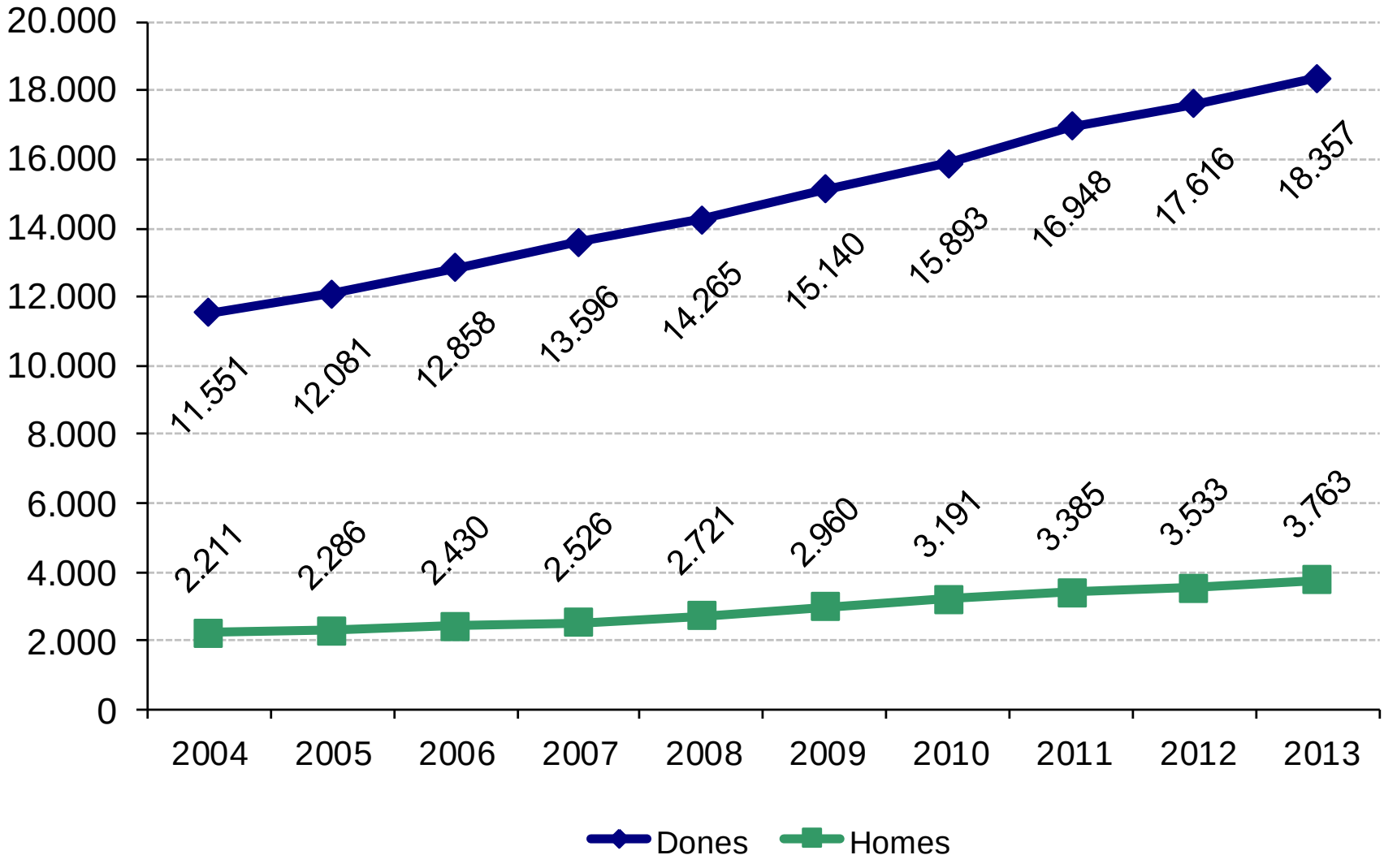
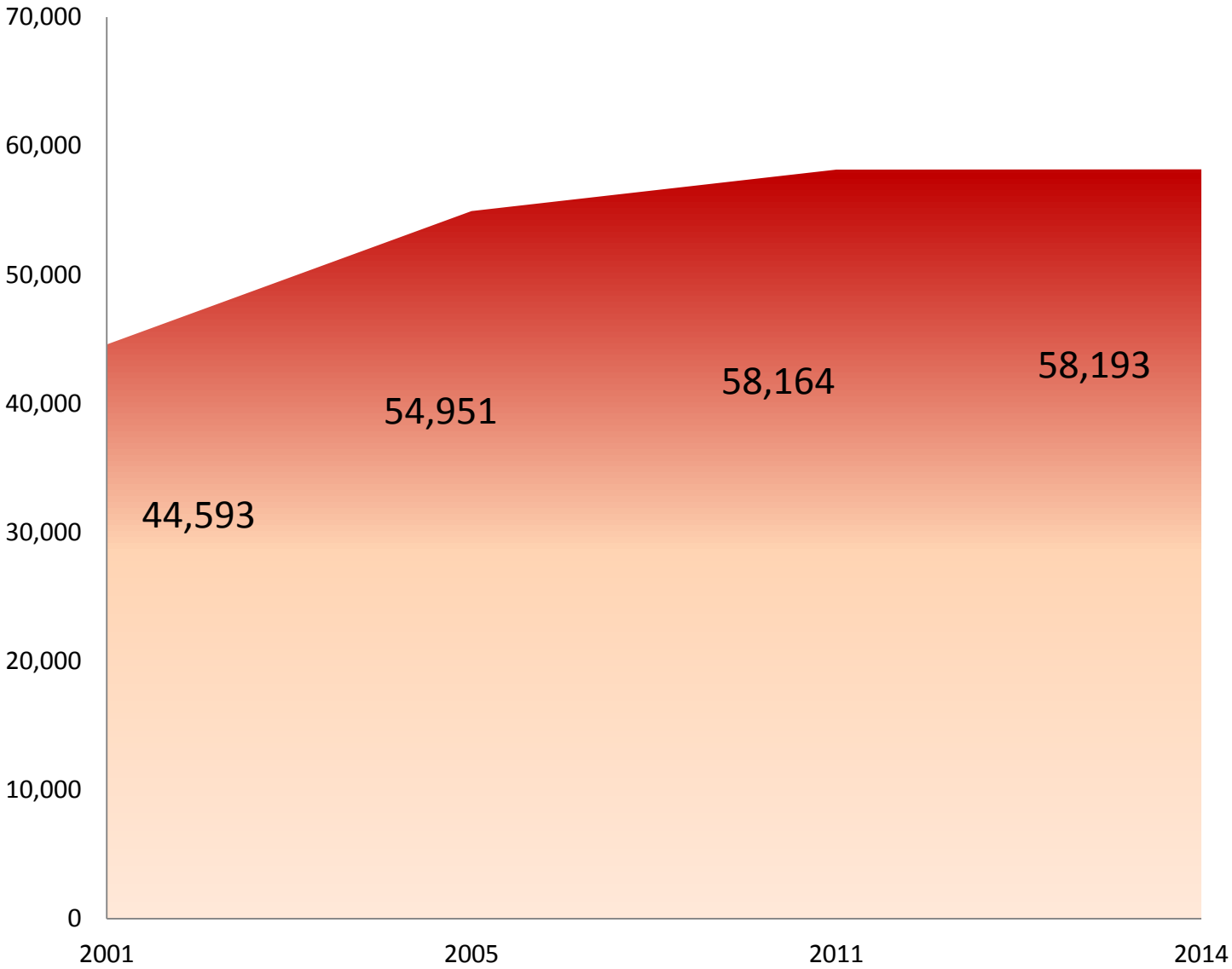
Data and tendencies. People over 85 years who live alone



Data and tendencies. Isolation. People over 75 living alone



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The challenge

Data from 2014

- **345.969 over 65 year in Barcelona**
- **22 % of overall population.**
- **88.606 over 65 living alone**
- **Among them 58.193 over 75 years living alone**

Source: Statistics Office City of Barcelona

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The vision

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The vision: outcomes

- ✓ **Strength and foster the proximity trust networks.**
- ✓ **Reduce sense of isolation.**
- ✓ **Increase quality of life.**
- ✓ **Scale of up to 20.000 people in Barcelona (1/3 of people over 75 who live alone). Public policy together with the third sector.**
- ✓ **Transfer to any city: a world with *Vincles* would be a better world.**

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The vision

Over 64 or more

Disability

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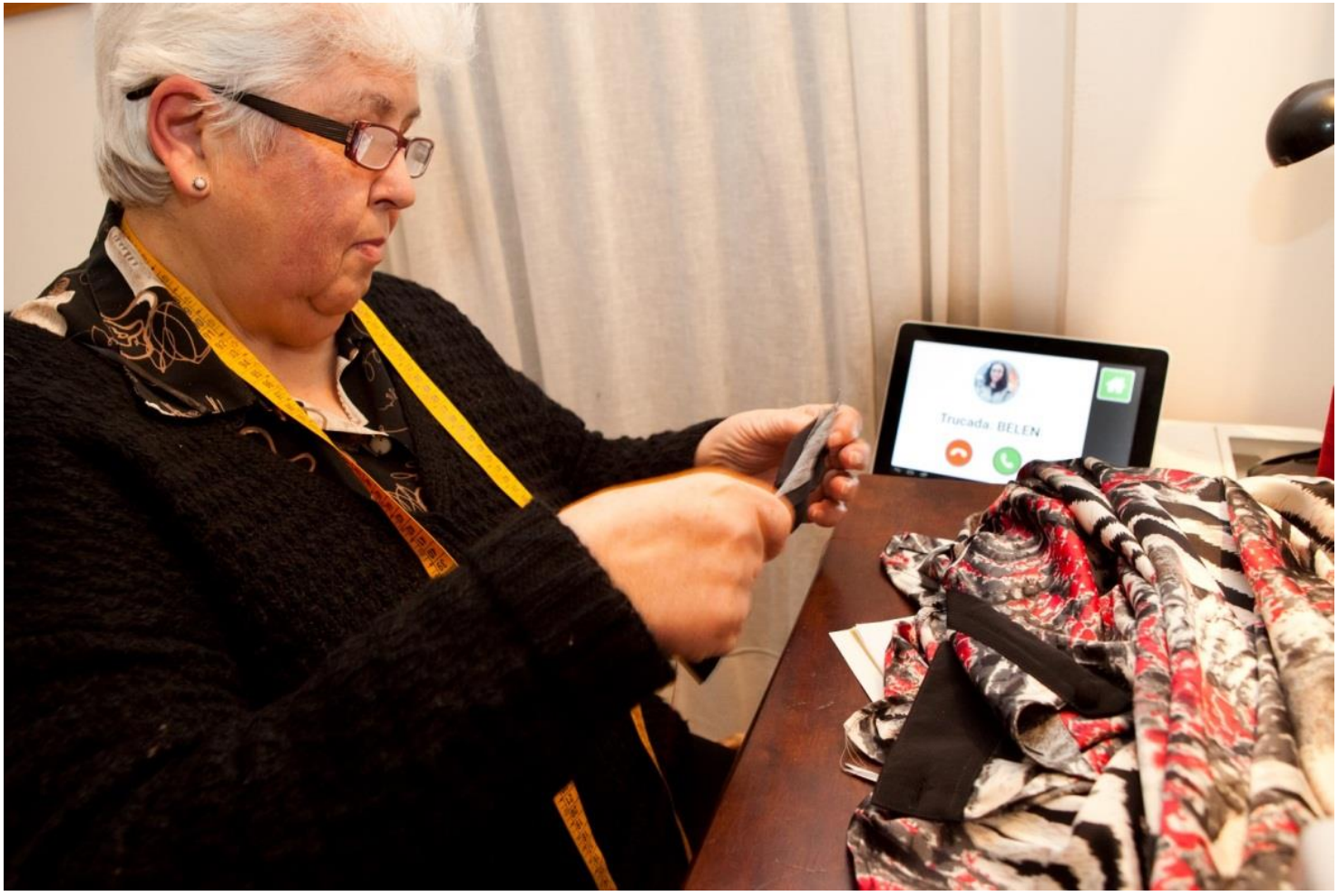
With chronic condition.

Isoleted or users of social services

The Idea

Platform VINCLES



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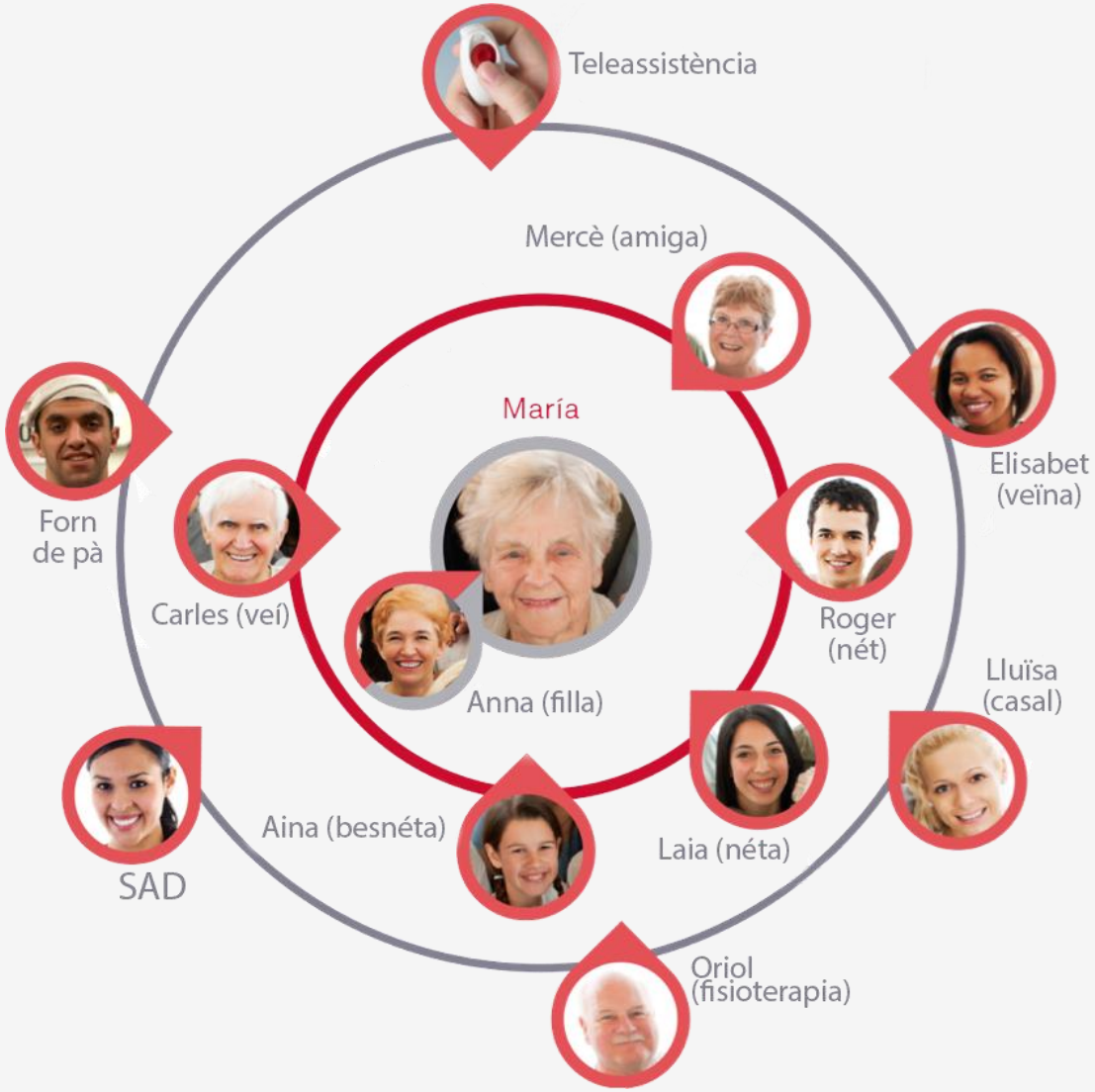
The idea: foster trust networks / Proximity Circle



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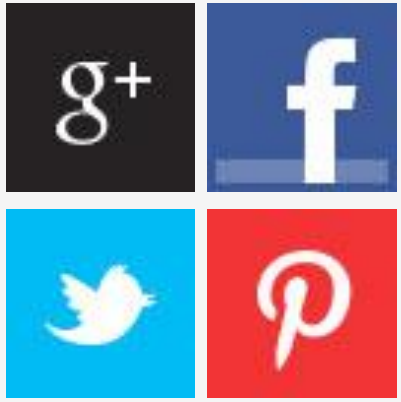
Care Networking

Business / professional Networking



Social Networking

Care Networking

Source: Vicky Cammack (Tize)

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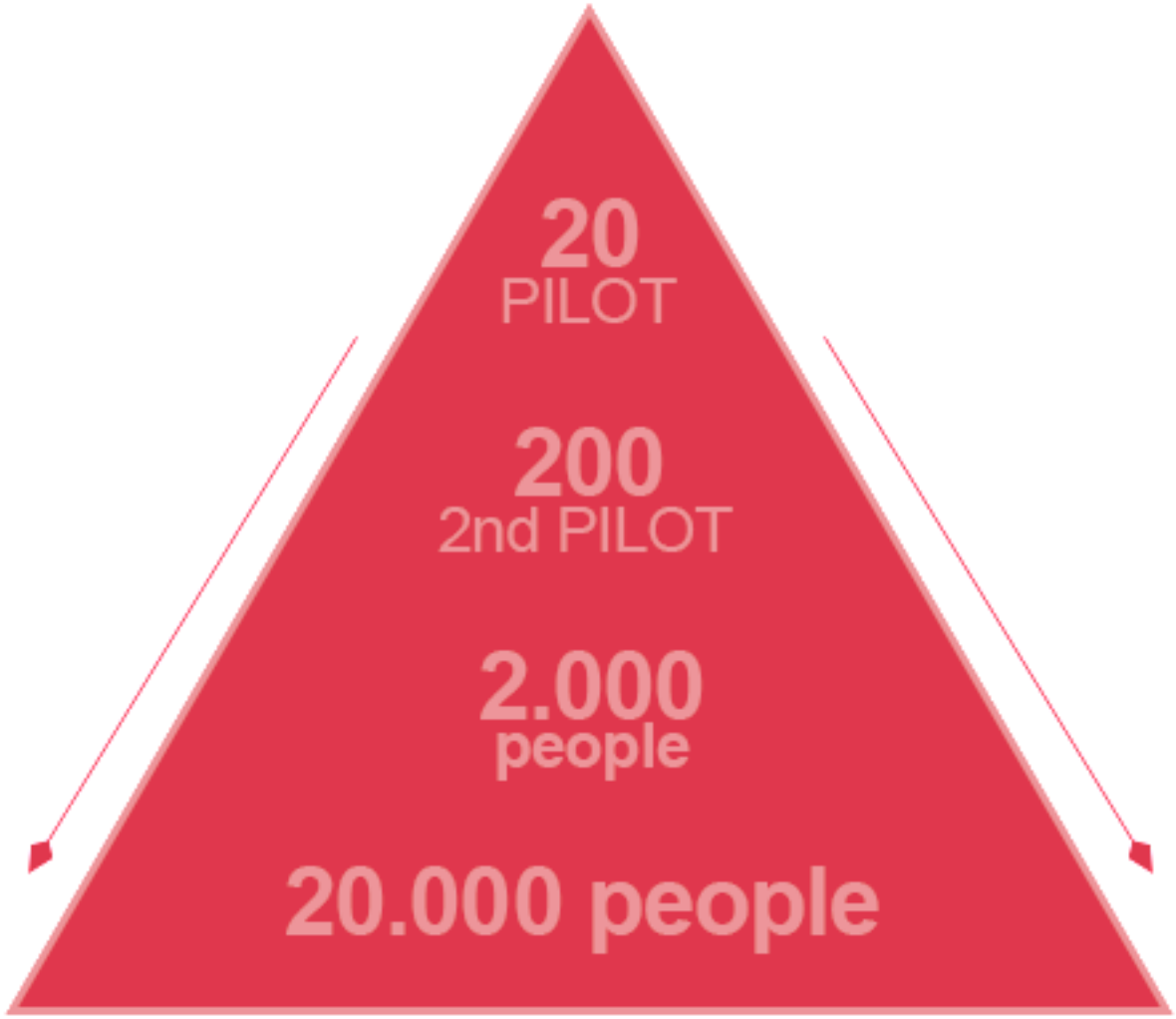
Future implementation



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The journey so far

We do not shrink, … facing the technological challenge!

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Pilot with 20 people: Inicial Visit

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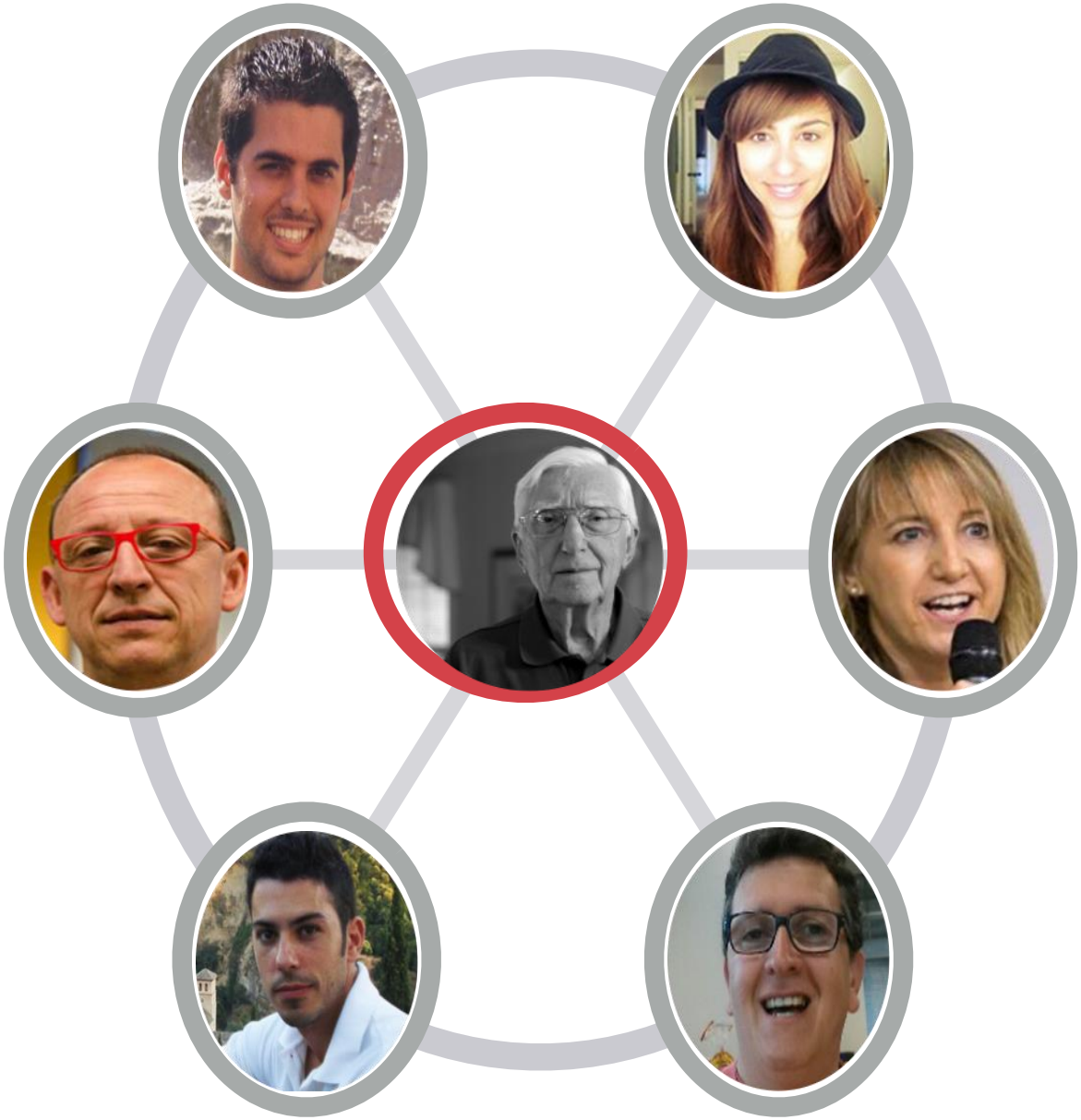
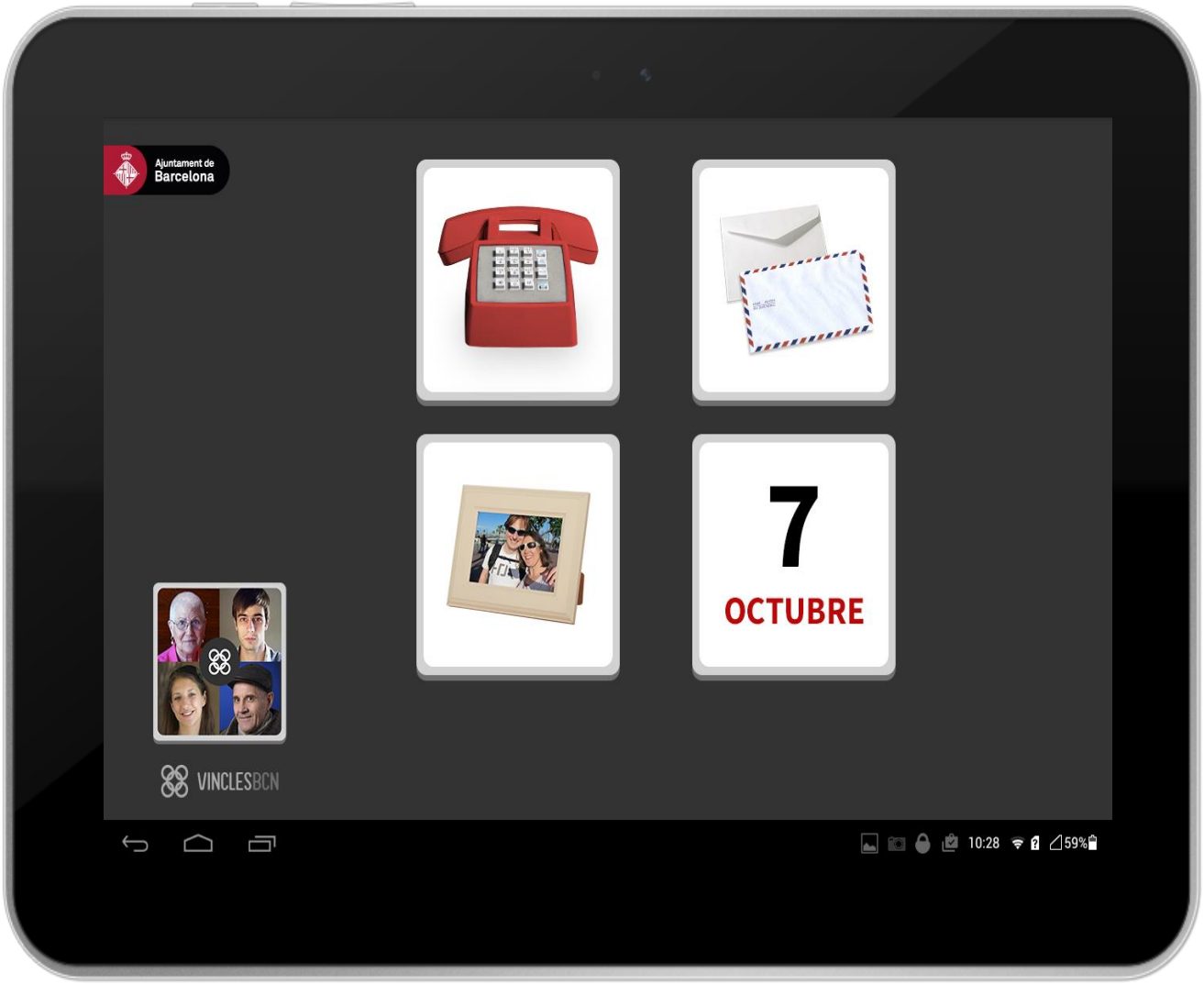
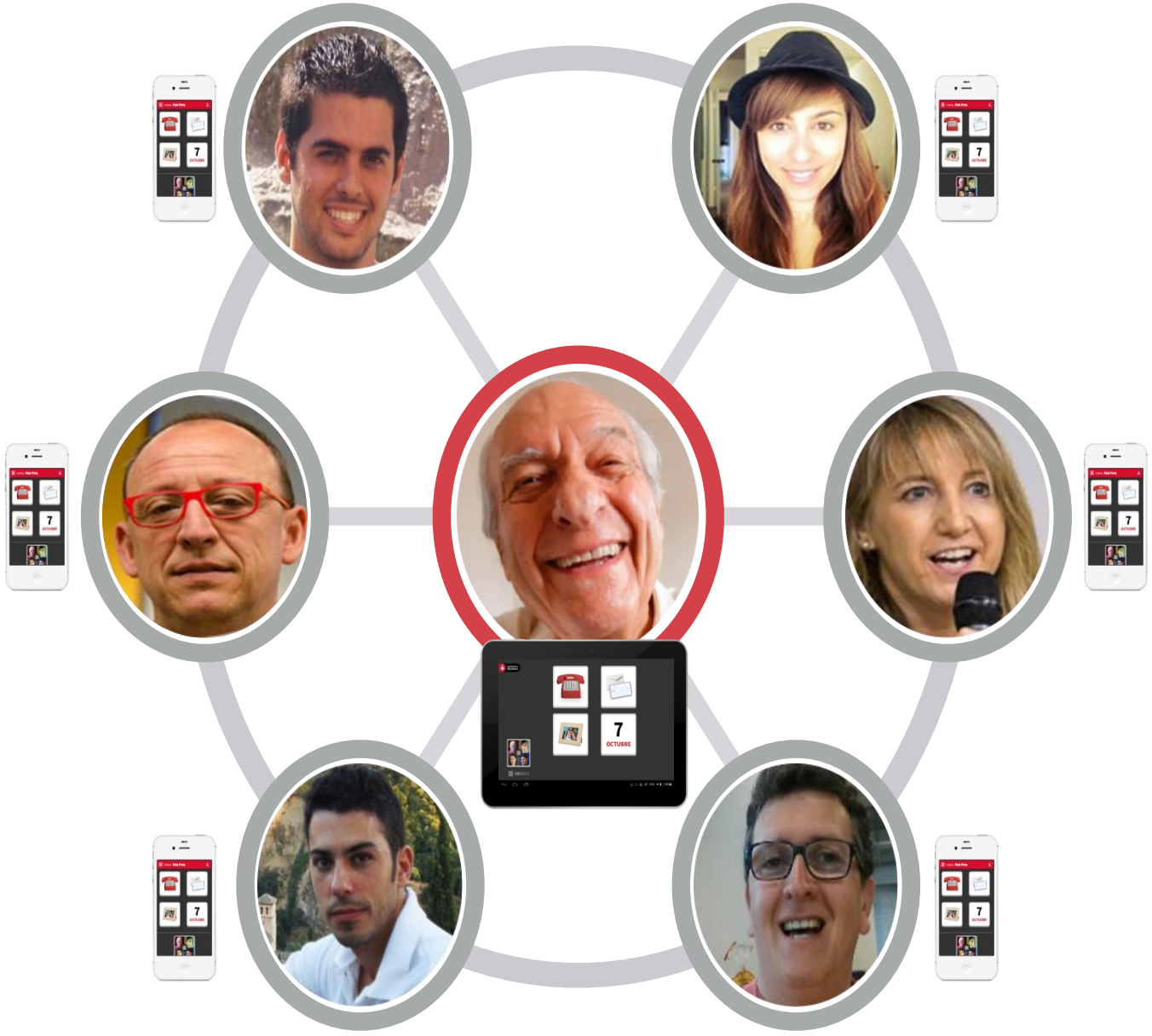



Ajuntament de Barcelona
7
OCTUBRE
VINCLESBCN
10:28
59%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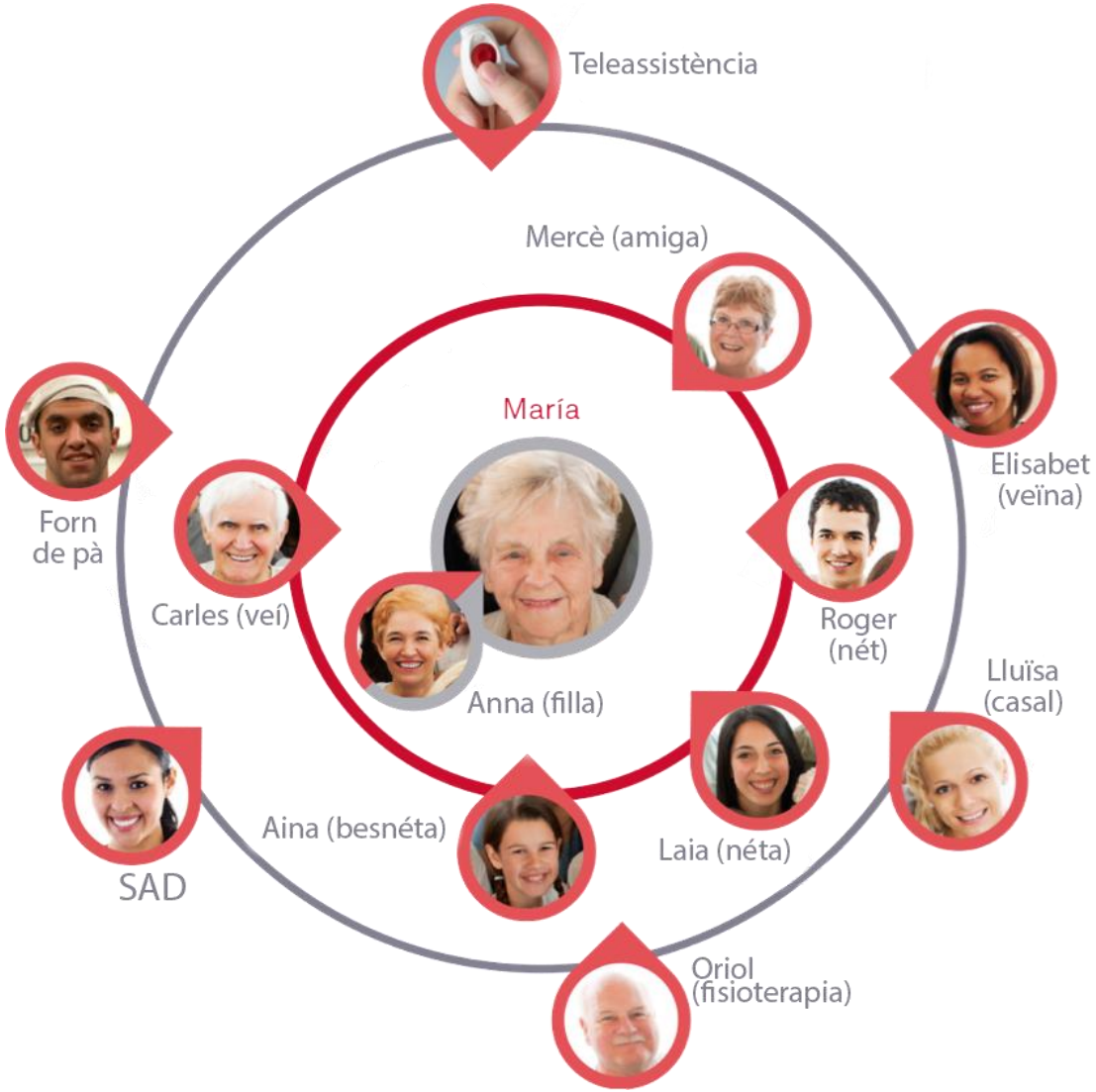
The idea: foster trust networks / Proximity Circle



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Tablet – Mobil, Beta version of the APP

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Starting to build the trust network

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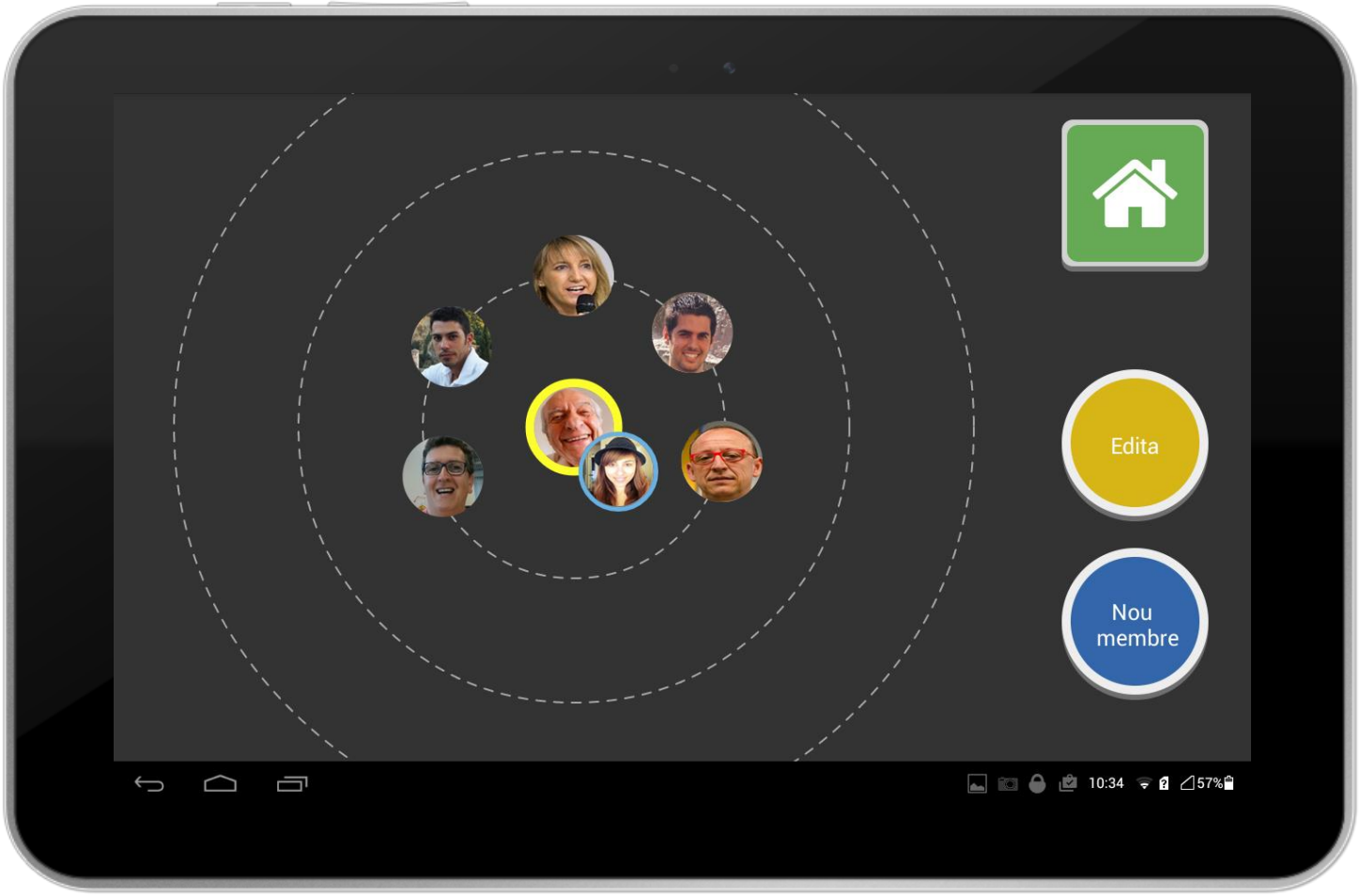
Starting to build the trust network



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4 basic functionalities

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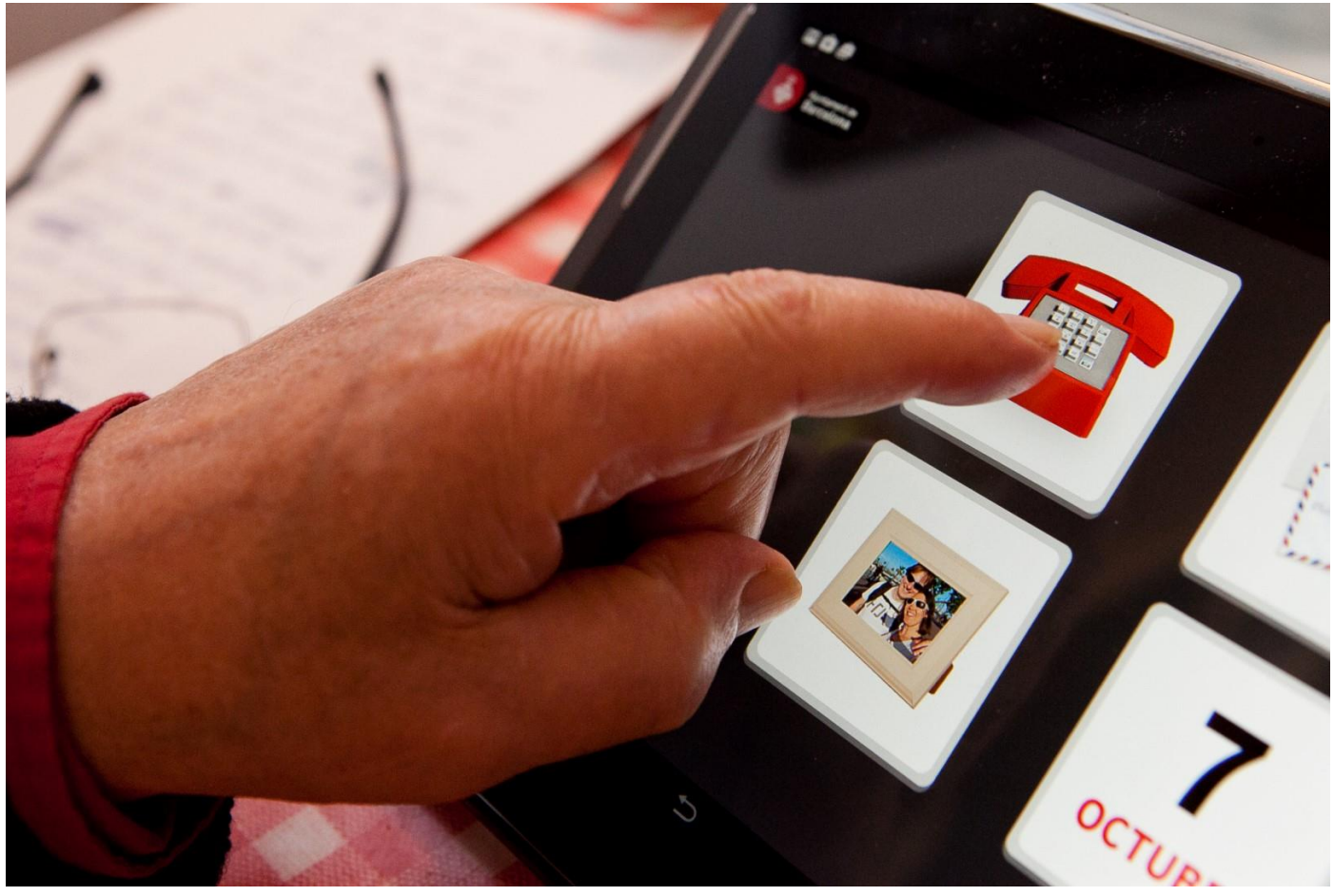
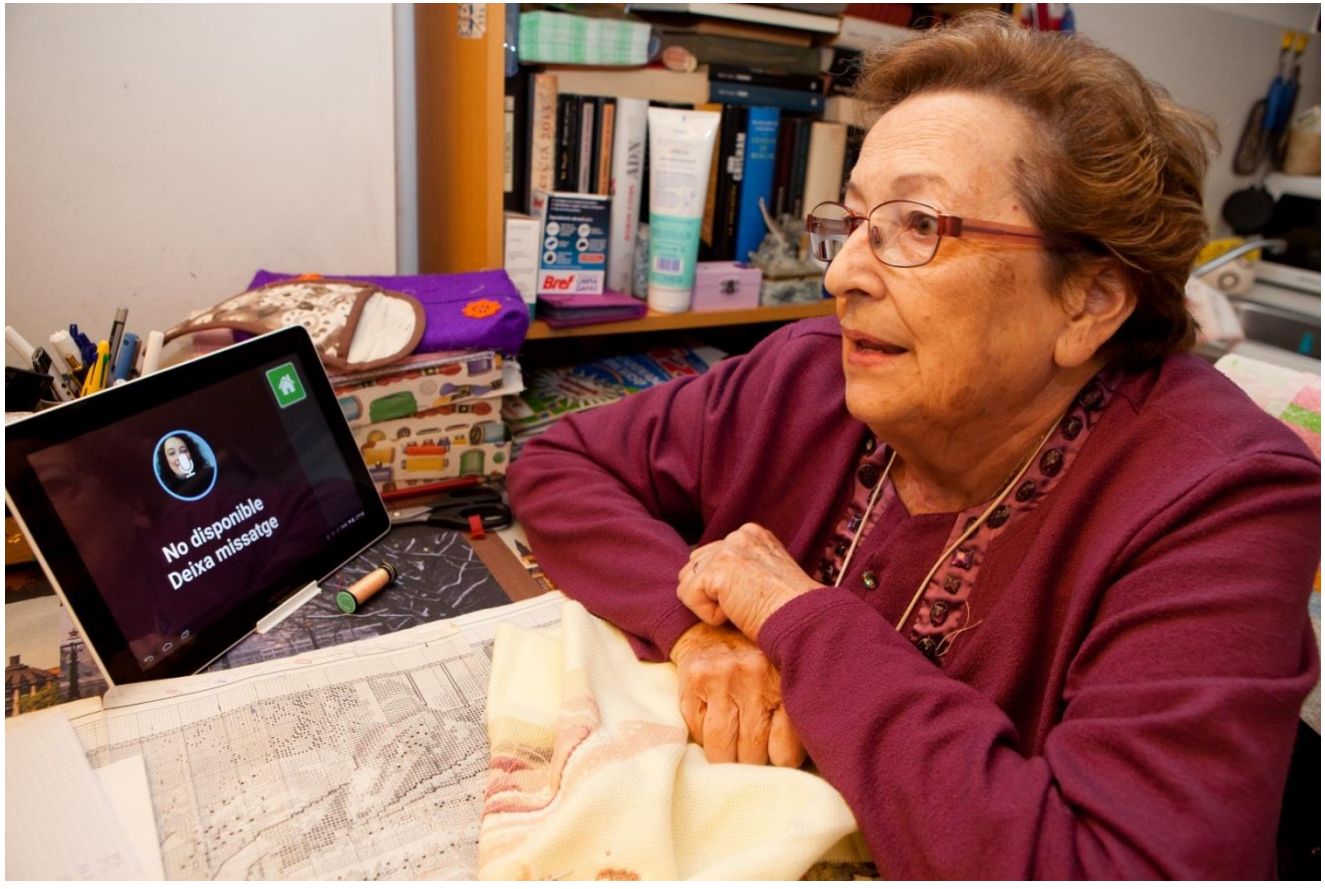
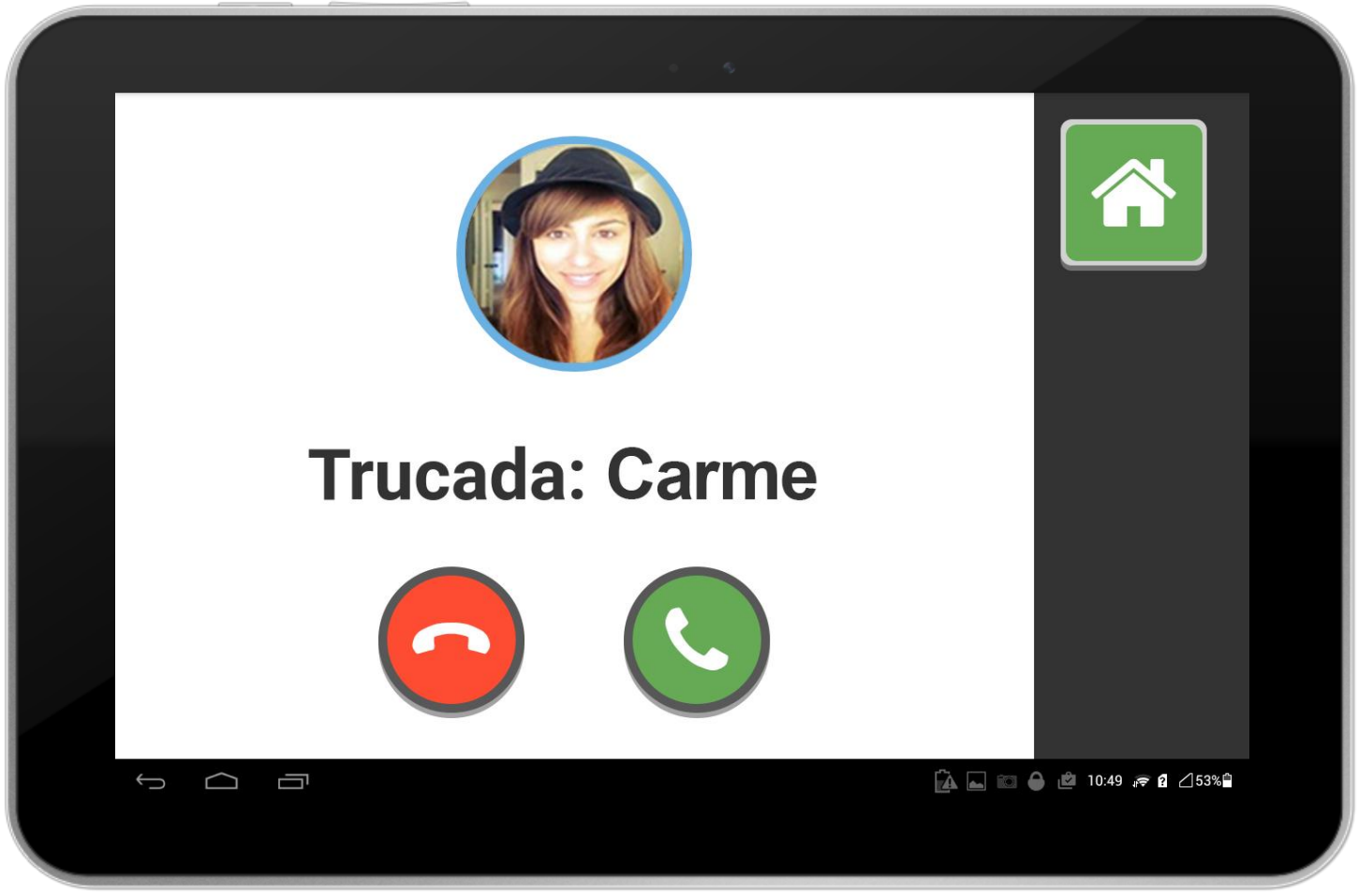
Functionalities: Video Call



Functionalities: Video Call



Functionalities: Video Call



Functionalities: Video Call

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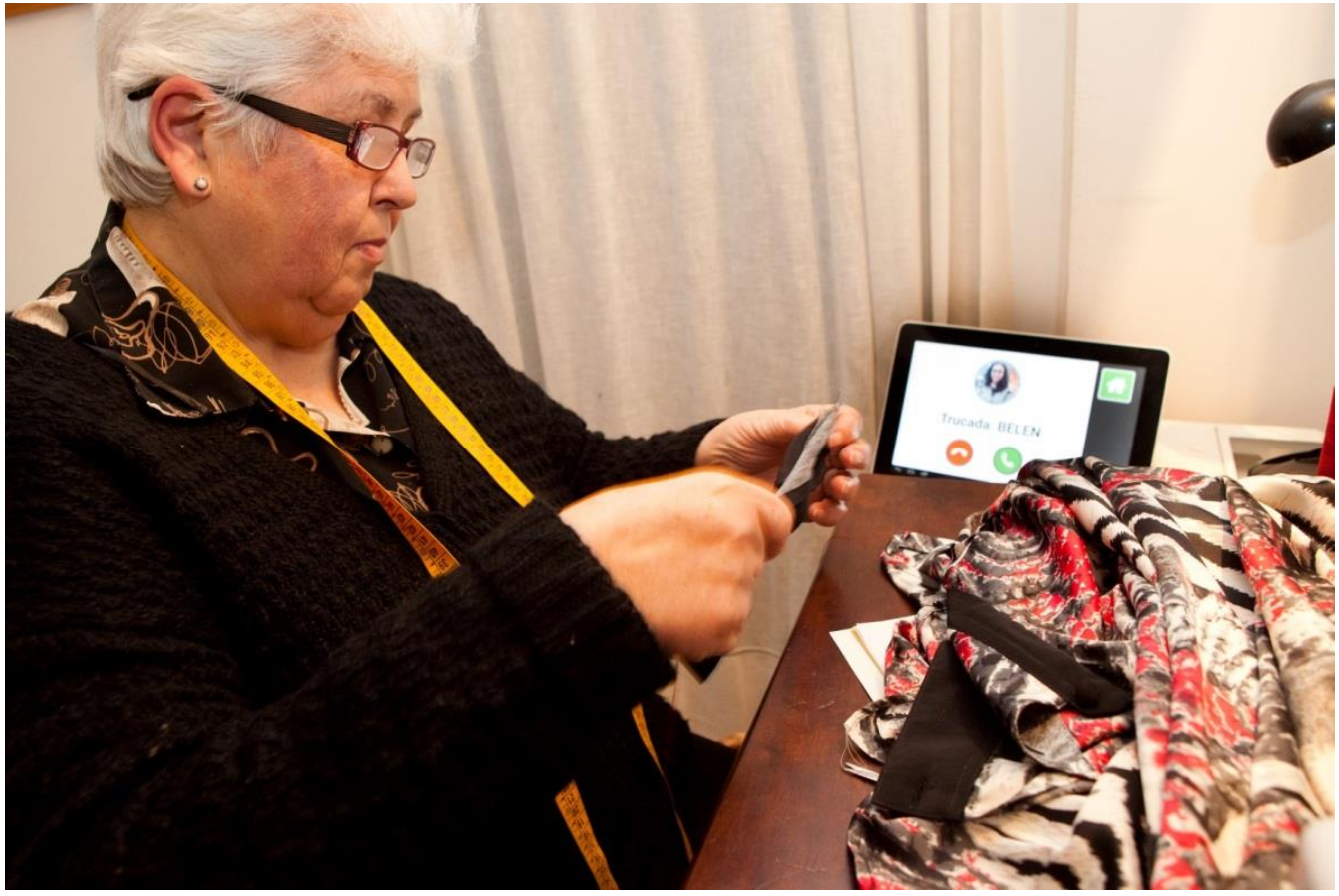
Functionalities: Messages



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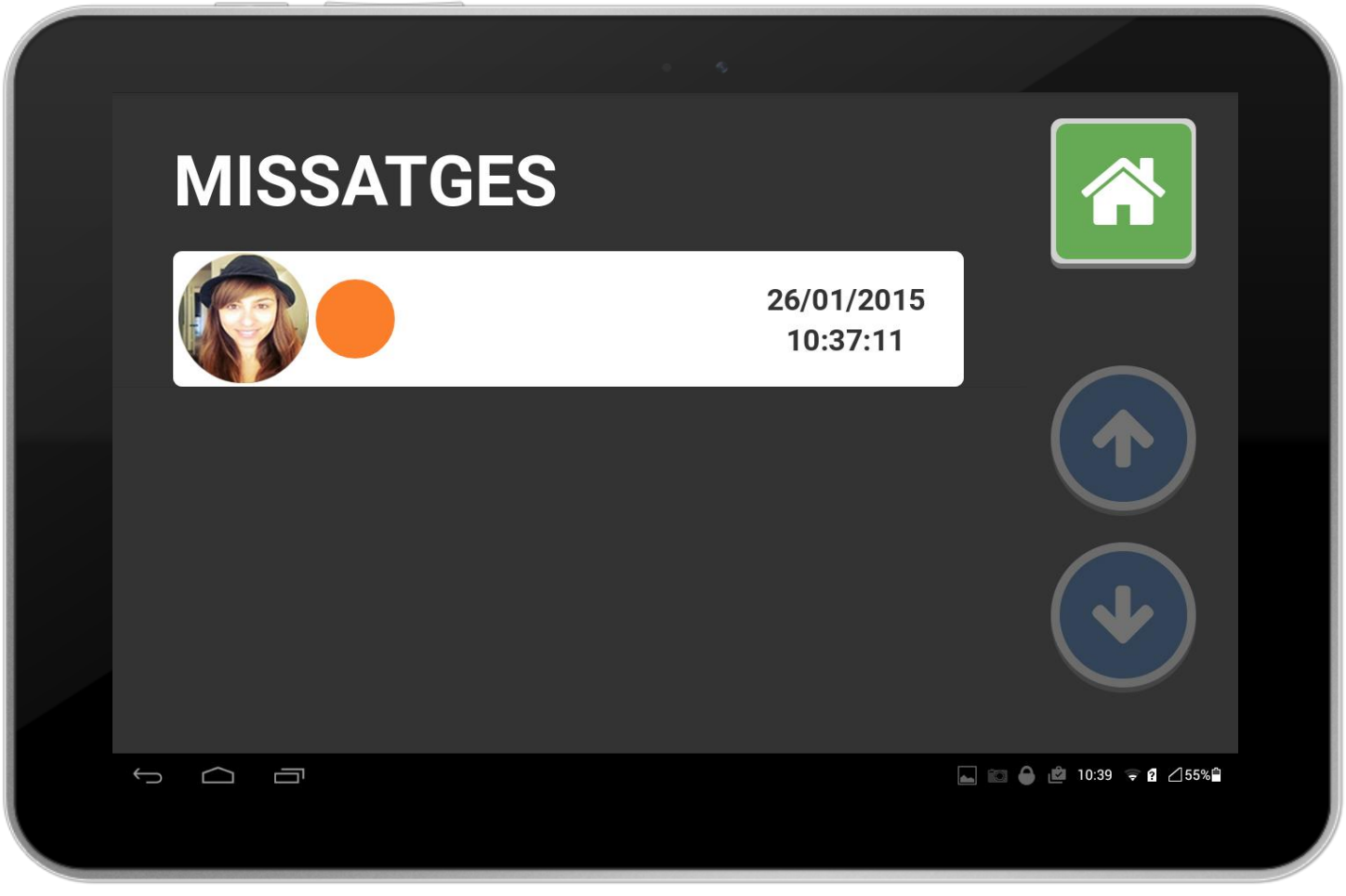
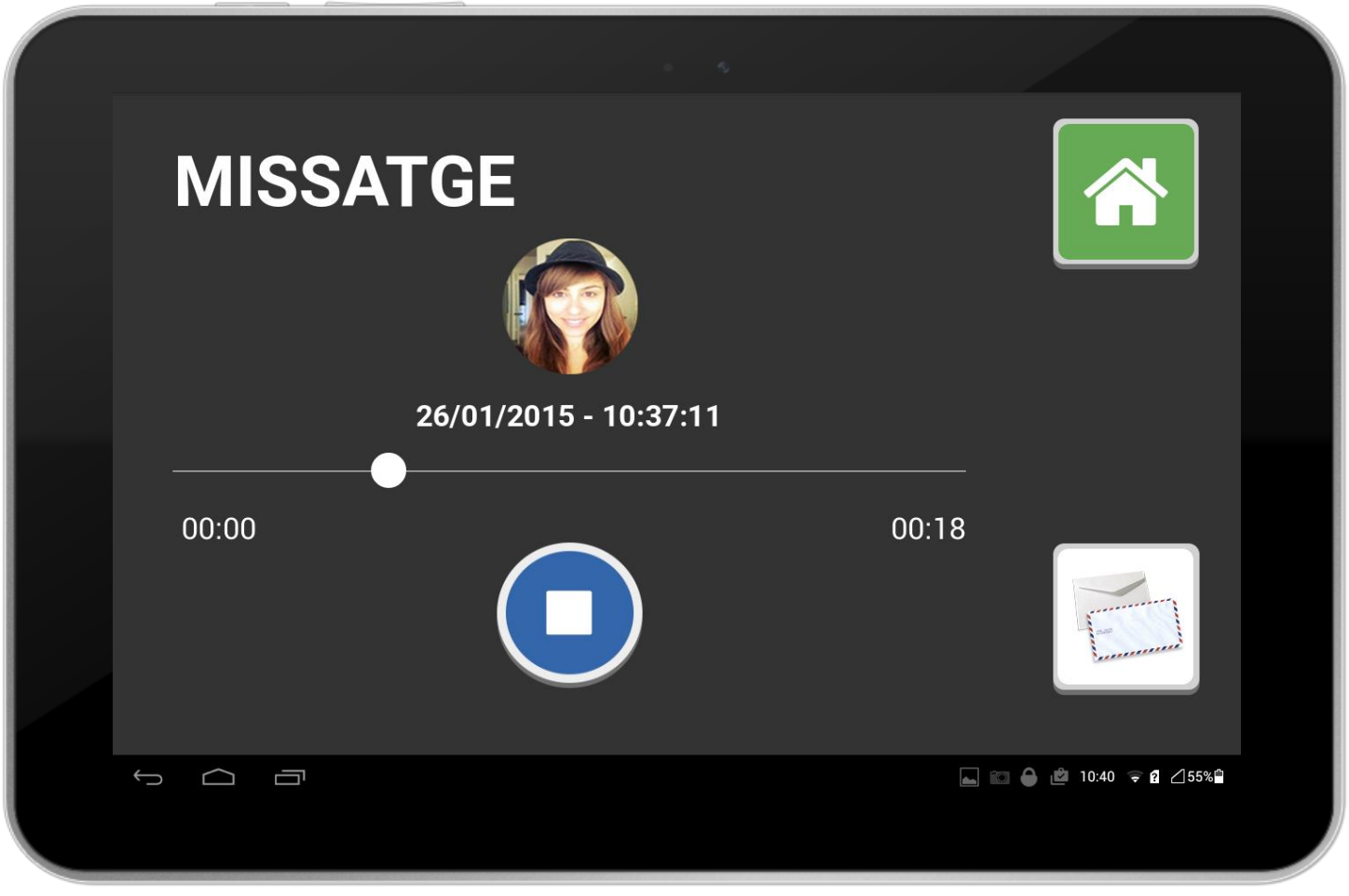
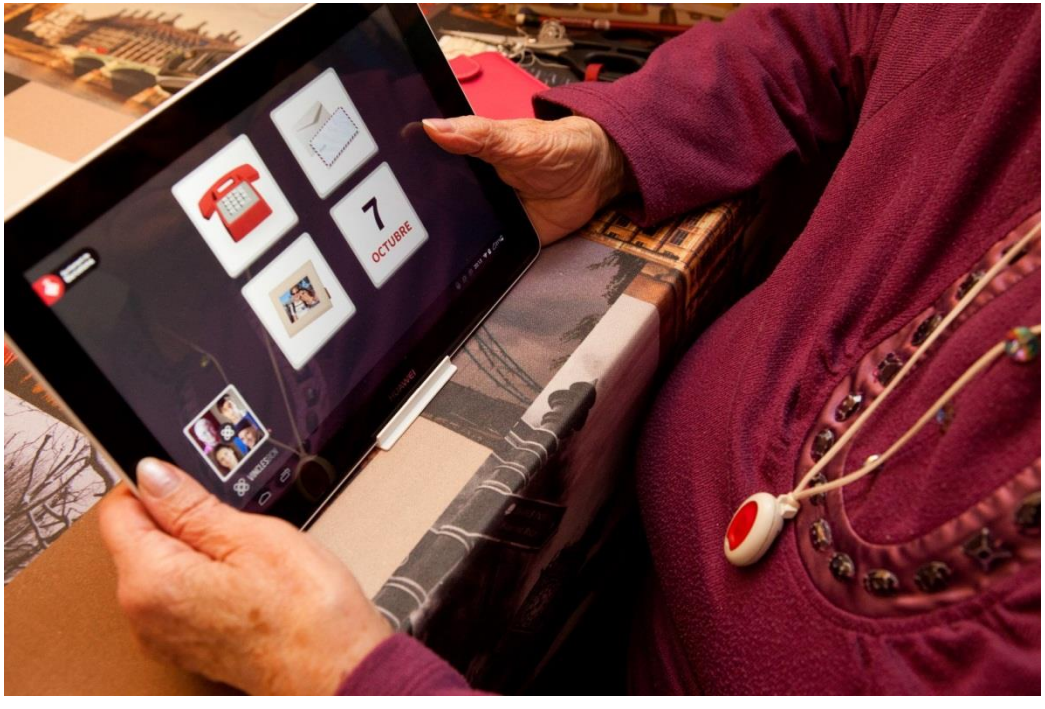
Functionalities: Messages



Functionalities: Messages



Functionalities: Calendar



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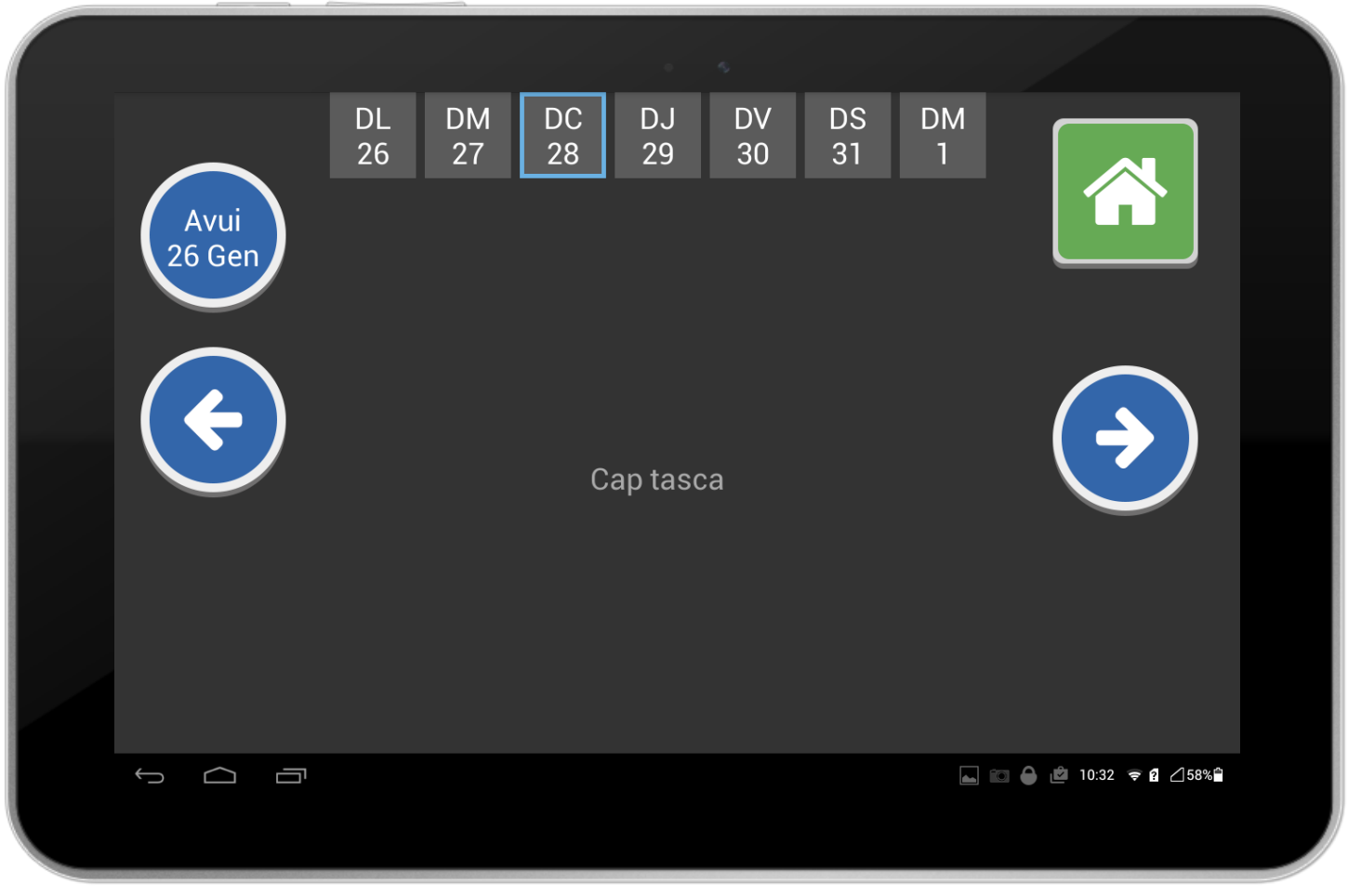
Functionalities: Calendar

Functionalities: Calendar



Functionalities: Photos and video

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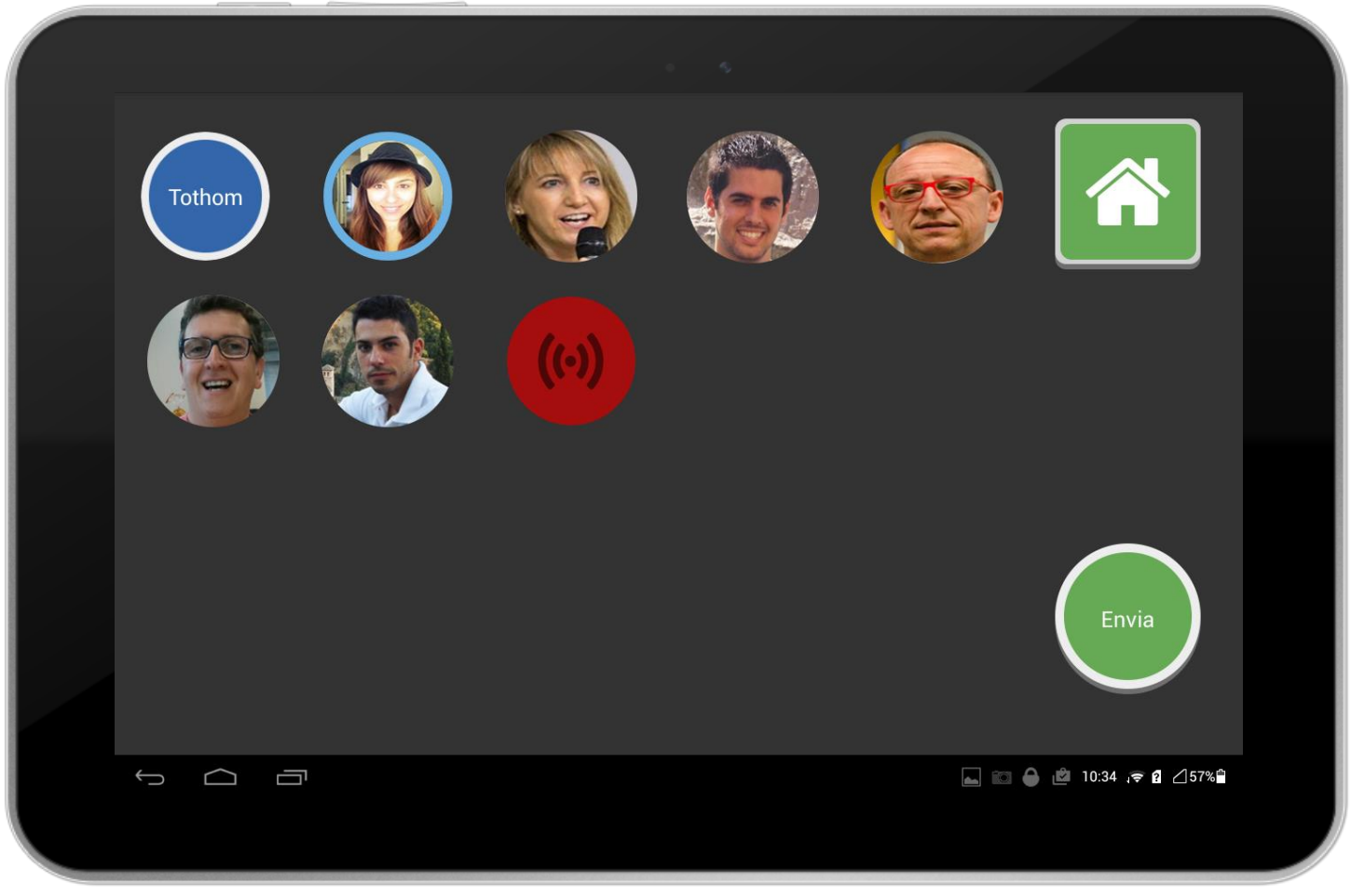

People of the trust network - Smartphone

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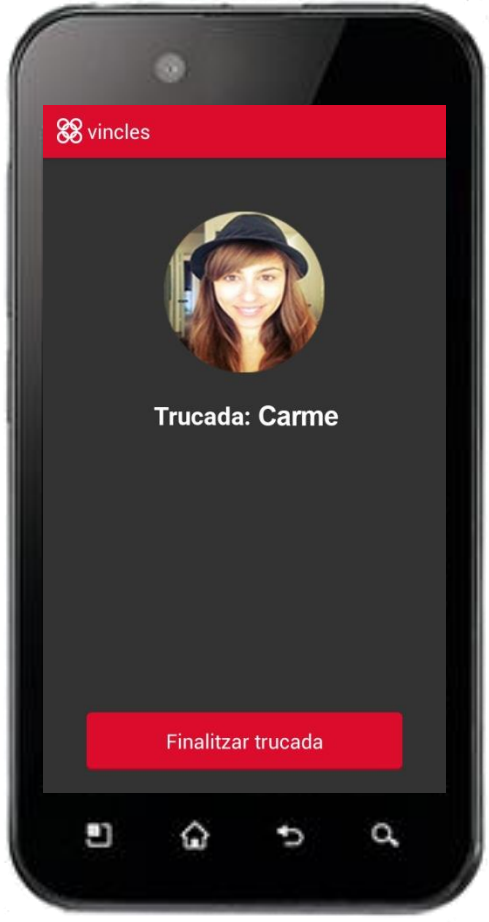

People of the trust network - Smartphone

Lessons learned: trial error methodology

- Potential for Youngsters
- Elders are more active as expected!
- Preloading is key
- The Shadow. F. ex. Set Agenda apointments
- Design is good! : Not being experience in technology it is not a barrier
- Keep it simple

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Lessons learned

- Need for more indicators
- Better narrative at the beginning
- Need to learn people interest and past: generate interest!
- First meeting at home is key: great potential for setting up the network
- Its seems to reduce the sense of isolation

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Vincles Alliance: participation Conference

BARCELONA inspira

CAT | CAS

VINCLESBCN

ConstruïmVincles JORNADES 2015

5 i 6 de febrer / Born Centre Cultural / Barcelona

INICI | PROGRAMA I INSCRIPCIONS | PARTICIPA ON-LINE | QUÈ ÉS VINCLES | DOCUMENTACIÓ

GENERANT VINCLES
CONSTRUINT VINCLES

Per tal de presentar i donar a conèixer el projecte 'Vincles BCN', així com per construir entre tothom un projecte que s'adapti a les necessitats de les persones destinatàries, l'Àrea de Qualitat de Vida, Igualtat i Esports promou les Jornades Construïm Vincles. Les Jornades consten de 3 espais diferenciats:

Jornada

Adreçada a professionals dels serveis socials i entitats del tercer sector social, singularment de gent gran

Participació online

Participa contestant l'enquesta i digues la teva sobre com ha de ser el projecte Vincles! Són menys de 5 mi-

Tallers de co-creació

Tallers designthinking, ad professionals, tècnics, volu activistes que treballen directament

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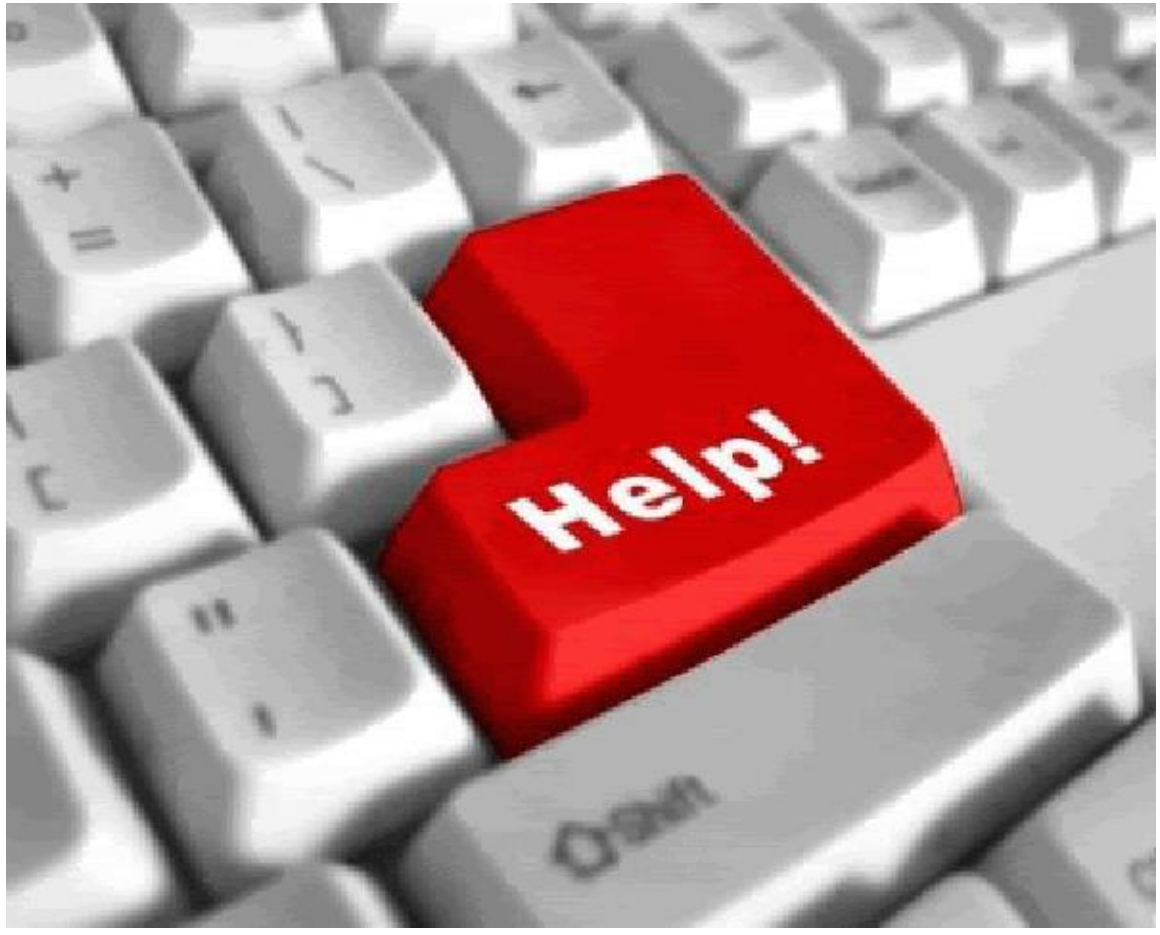
Business partner: IT operator



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Mayor Challange award by Bloomberg Philantorpies

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VINCLESBCN

Collaborative Care

Societal Impact & Business Model

Customers & Citizens

User Centered Design

PPPP

Smart Citizens

Scalability

New Infrastructure

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Thank you!