



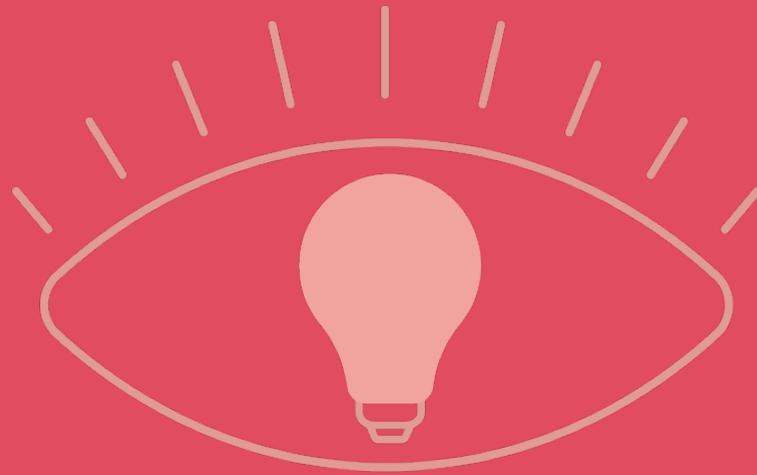
BARCELONA
CUIDA
NET

BARCELONA
CARE
NET

Collaborative Care Networks ... to combat isolation

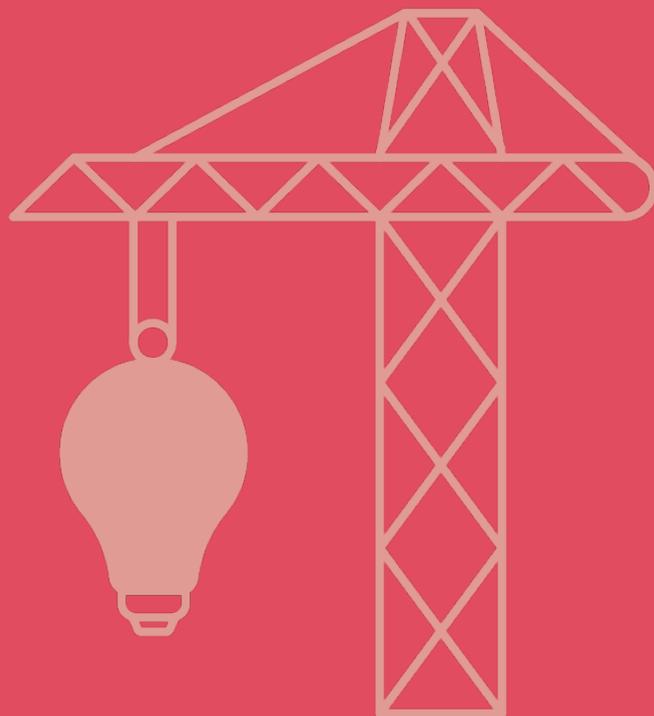


VISION



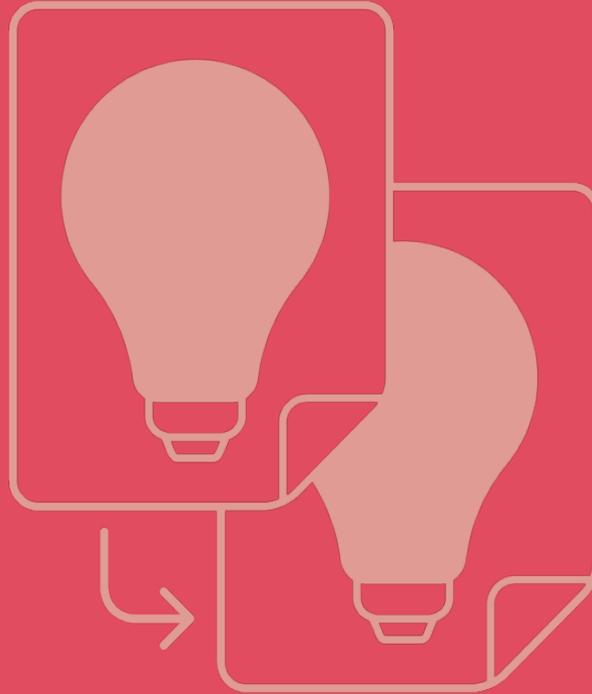


IMPACT



IMPLEMENTATION

TRANSFERABILITY



THE IMPACT OF THE PROBLEM

scope, severity, frequency, and the impacted audience

What is the problem?

Where is it a problem?

When is it a problem?

How big is the problem?

Why is it a problem?

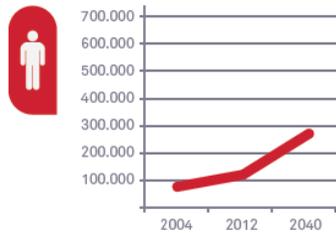
Is the problem changing or evolving?

Where are we headed?

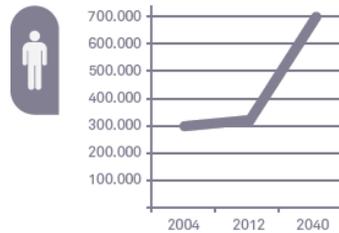
DATA AND TRENDS: THE CHALLENGE TODAY AND IN THE FUTURE

Data of people at risk of isolation in Barcelona:

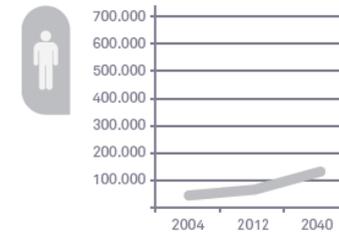
People over 80 living alone:



People with a chronic condition over 65:

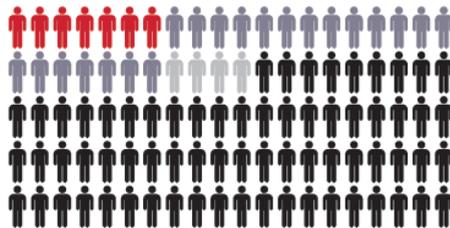


People with a recognised disability of over 64%:

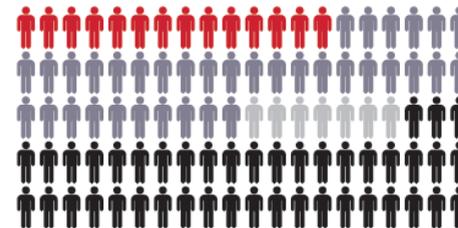


The trend:

2012,



2040,



SOURCES USED IN THIS DOCUMENT AND IN THE APPLICATION:

- 1 Statistics Department of the City of Barcelona (2013), and IDESCAT (2013).
- 2 Julianne Holt-Lunstad, Timothy B. Smith, J. Bradley Layton (2010), PLOS Medicine, Cambridge University.
- 3 Eurostat (2012).
- 4 EUROPOP (2012), projections from 2011 to 2060.
- 5 PriceWaterhouseCoopers (2013), Socio-economic impact of mHealth: An assessment report for the European Union.

Isolation

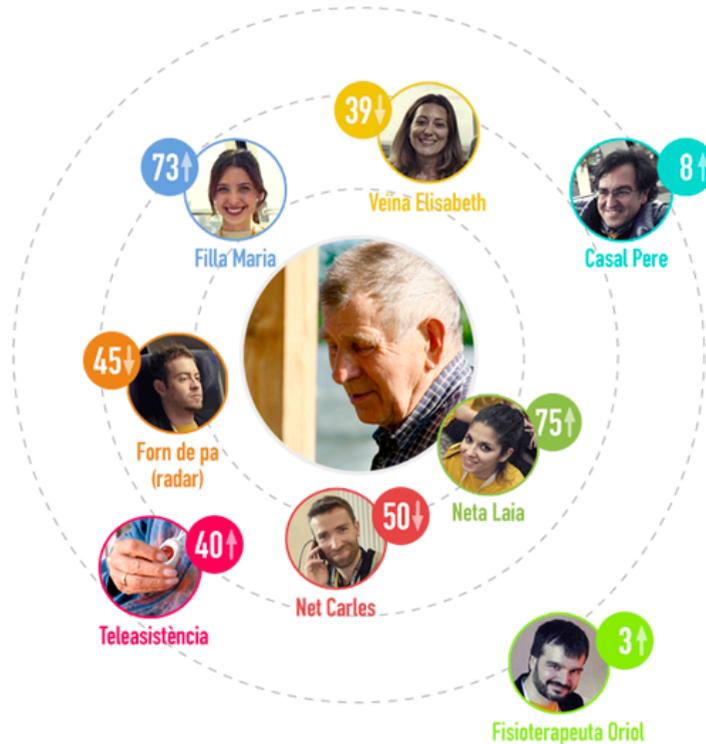


Meet Ramon



Trust Network

EXAMPLE OF ONE OF THE 20,000 TRUST NETWORKS

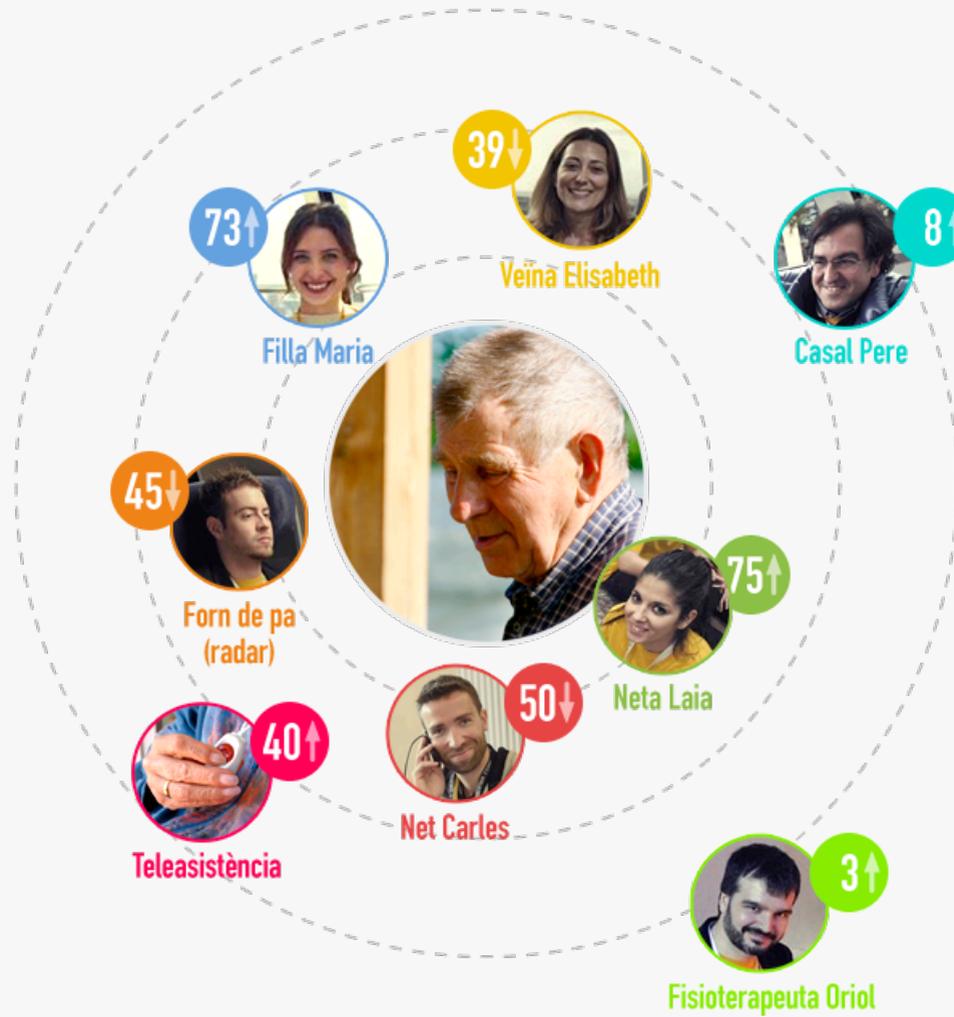


Storytelling

Anna Maria is 87 years old and lives alone in Barcelona. Her daughter, Anna, 67, takes care of her on a daily basis, accompanying her to church and doctor's appointments, preparing her meals and organizing her life the best she can. Anna has managed the increasing degree of dependence of her mother almost on her own, with occasional help from friends and her granddaughter. But as years go by, the situation becomes burdensome and difficult for both. One feels alone, isolated and insecure. The other feels guilty for not devoting more hours to her mother, but also exhausted for the limited time she has to do her own things.

With the activation of her mother's trust network, Anna's life has improved significantly. She now has a team of eight people willing to contribute to the welfare of her mother, and with whom she can effectively coordinate on a daily basis. Together, they help with different degrees of involvement in caring for Anna Maria. A neighbour, Carles, a retired person, accompanies her to church twice a week. Lluïsa, a district employee, takes over and welcomes her after church in the City building where activities are organised. A great granddaughter has lunch with her on Wednesday, and a granddaughter twice a week. Doctor's appointments are easily organised based on the availability of the network members. Another neighbour is willing to assist in an emergency. A physiotherapist posts his prescriptions of exercises so that mother and daughter can do a proper follow up. And a son in Argentina can get in touch regularly.

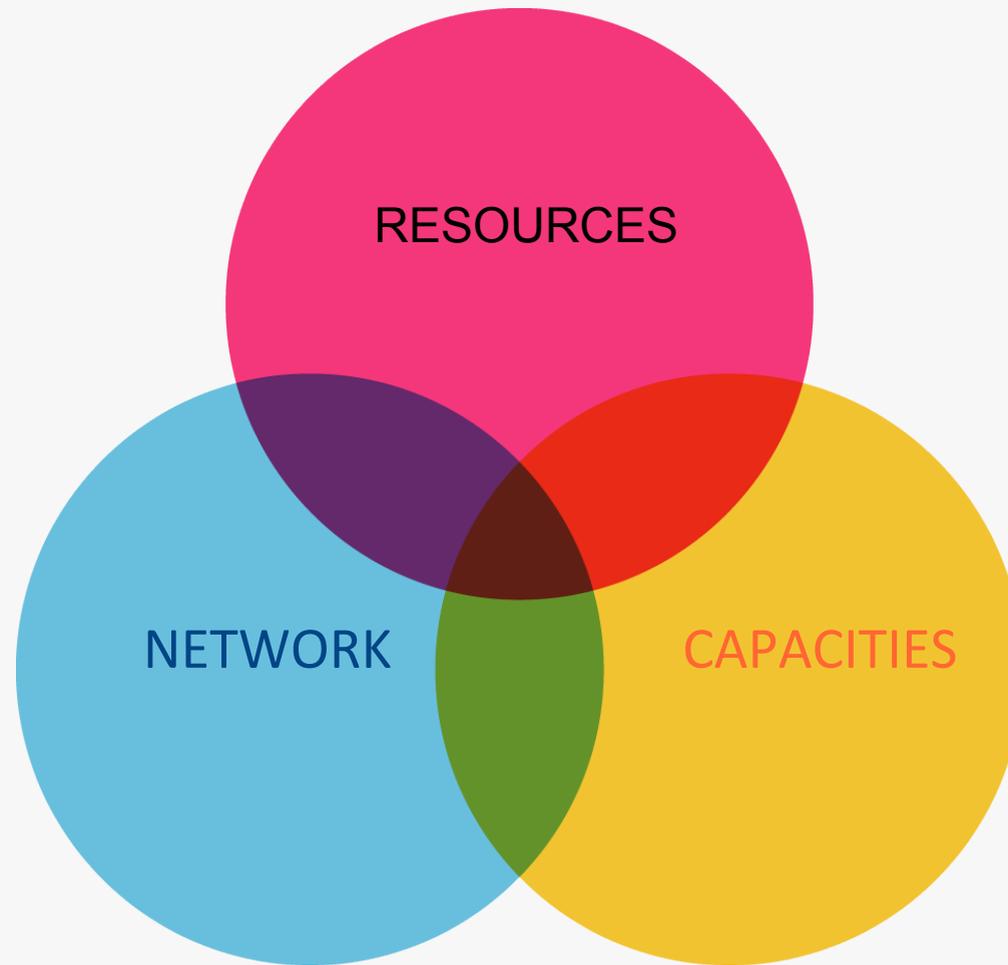
Proximity Circle



Primary Users

- ✓ **75 years or older**
- ✓ **65 years living alone**
- ✓ **referenced by social services / health system**

Profiles (with or without?)



Freemium Model

Supported Intervention

Business fees, sponsors, licenses

Geographical Implementation

DISTRICTS	POPULATION + 65	%	NETWORKS
1. CIUTAT VELLA	15.236	4,45%	890
2. EIXAMPLE	58.323	17,04%	3407
3. SANTOS-MONTJUÏC	36.080	10,54%	2108
4. LES CORTS	19.644	5,74%	1148
5. SARRIÀ-SANT GERVASI	31.273	9,14%	1827
6. GRÀCIA	25.946	7,58%	1516
7. HORTA-GUINARDÓ	39.806	11,63%	2326
8. NOU BARRIS	39.048	11,41%	2281
9. SANT ANDREU	30.357	8,87%	1774
10. SANT MARTÍ	46.615	13,62%	2723
Total	342.328		20.000

We do not shrink, ... facing the technological challenge!



Tablet – Mobile dialogue



Vincles Platform

BASIC FUNCTIONALITIES OF THE DIGITAL PLATFORM

Connect:
with the network, with family, friends, neighbours, collectively or individually, always in total privacy. It is possible to connect through written messages, audio or video.



Schedule:
Manage and share a calendar. Appointments with doctors, special dates and celebrations, visits, etc.



Contribute:
Publish needs, demands of help, create task lists, alerts, etc.



Celebrate:
Celebrate and share stories, images and pictures with the network, organise virtual meetings, calls...



Store:
A safe and private place to keep important documents can be created. Access would be limited exclusively to the person and/or his/her carer, but they will be accessible when needed.



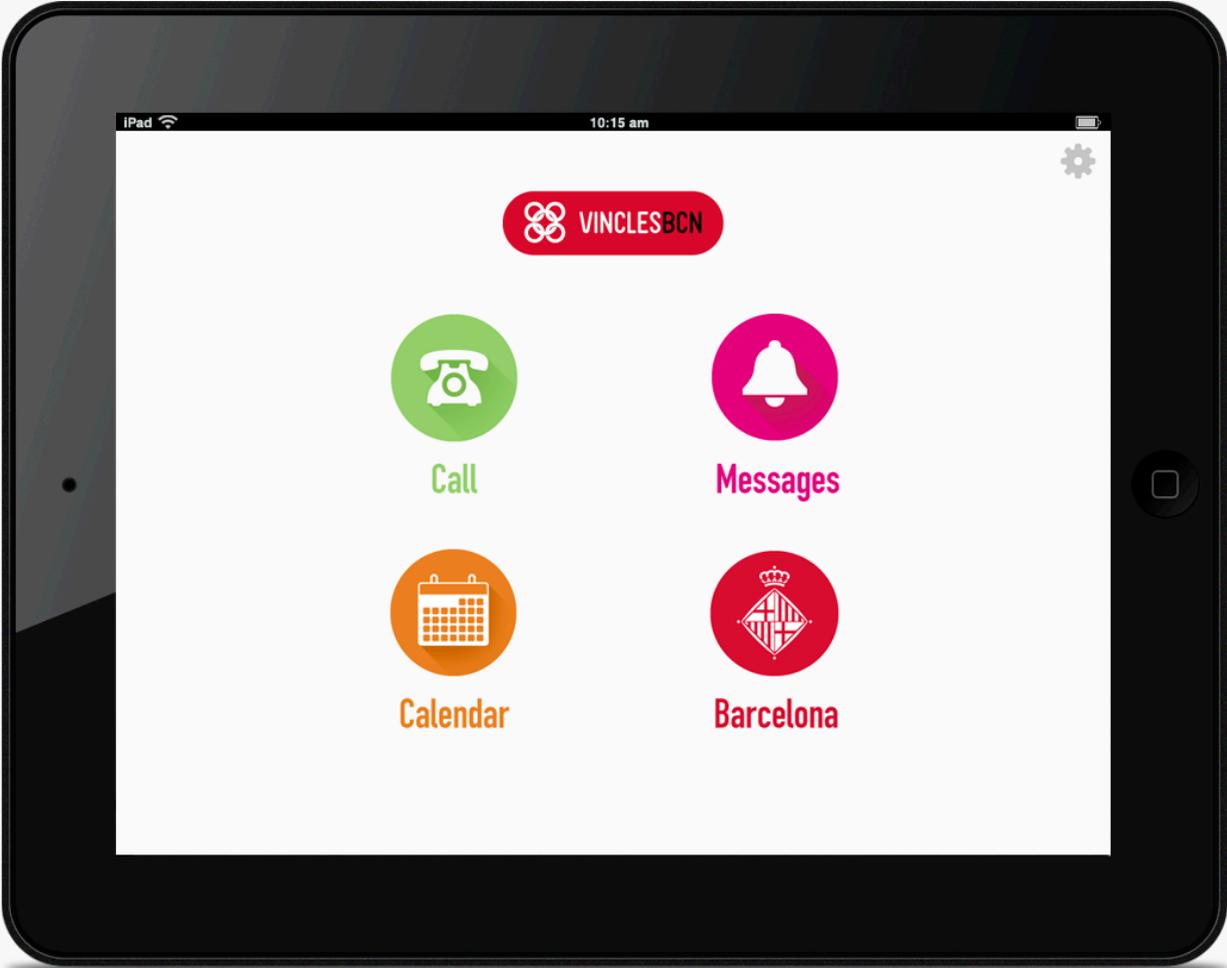
Advise:
Training, advise and support can be offered to lonely people and the network to improve habits, financial management or others.



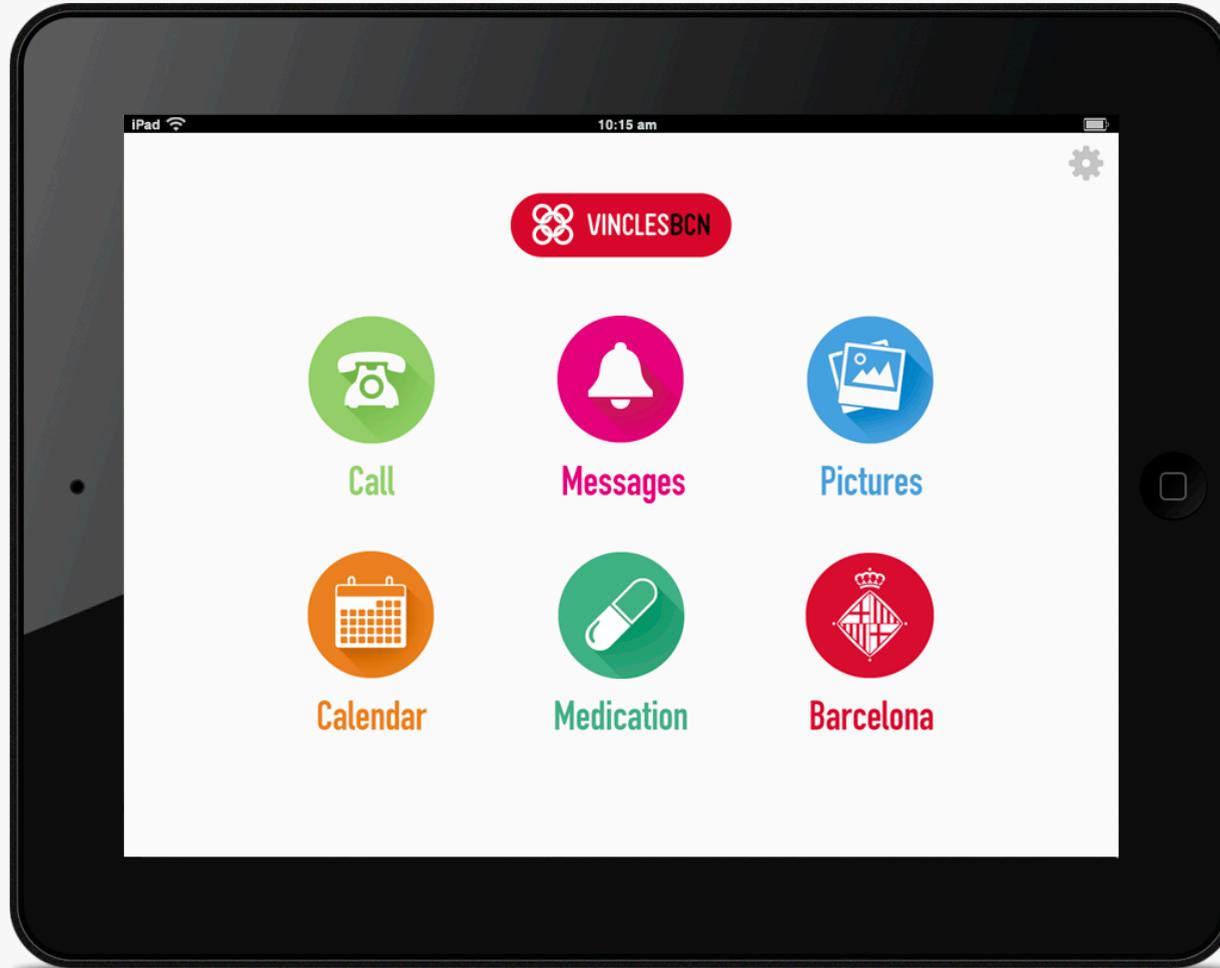
Monitor:
Health could be monitored through parameters such as weight, exercise, blood pressure. It will generate alerts when measures get outside the normal range.



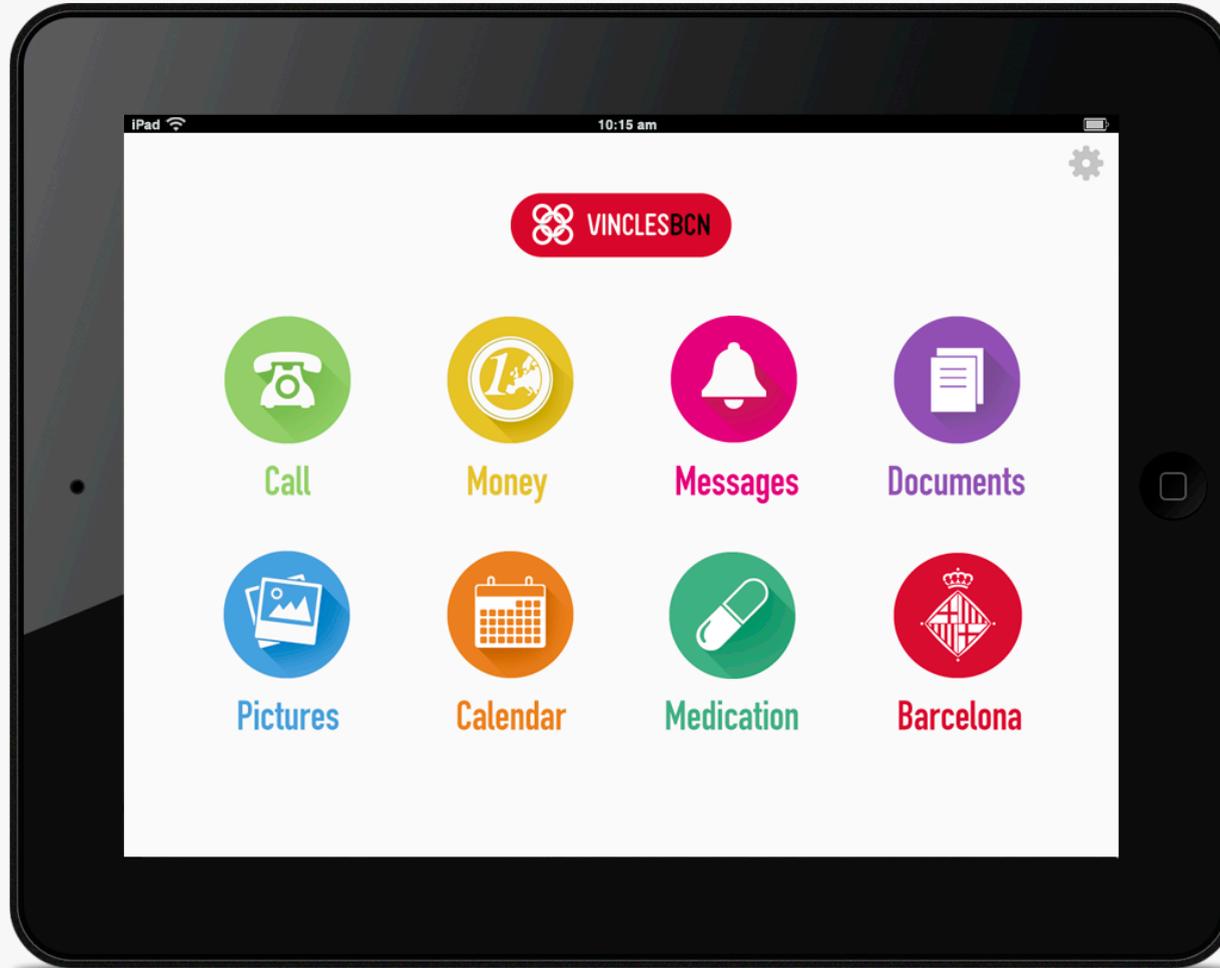
Basic



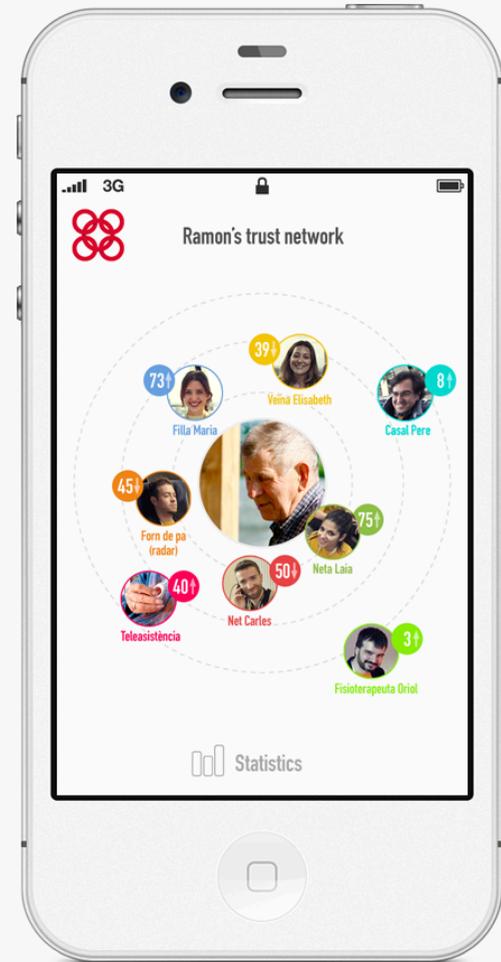
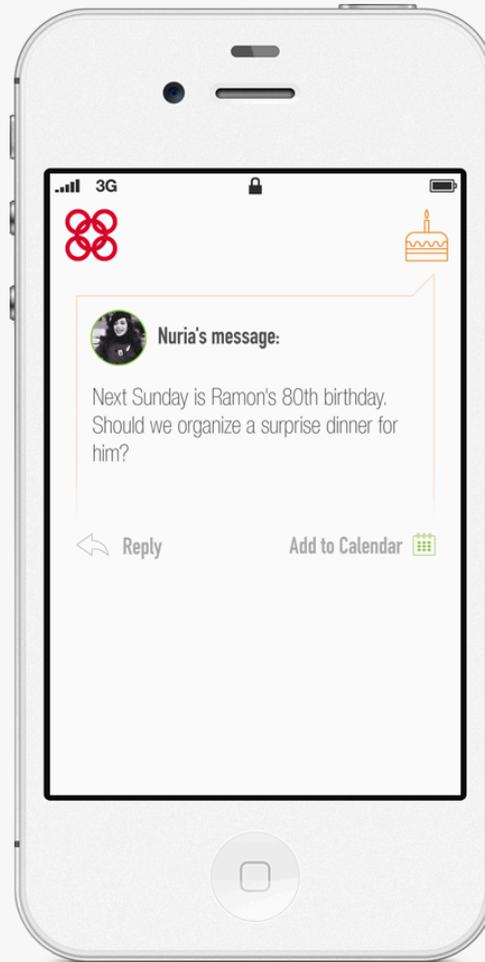
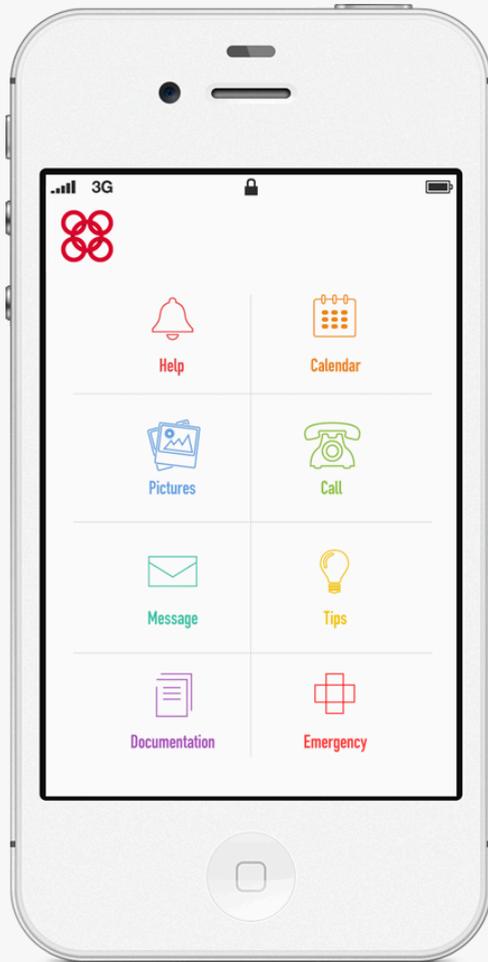
Plus



Business



Vincles APP



Skype call

●●●● movistar 3G 86%





Pedro



Jesus



Maria



Rosa



Emergencia

Coordinated agenda

movistar 3G  86%

This week

	Lunes	Martes	Miercoles	Jueves	Viernes	Sábado	Domingo
9							
10		Médico		imerso	imerso		Paseo
11							
12			Leer	imerso			
1							
2	Comida						
3							
4							
5							
6							familia
7							
8							

Text-voice messaging



Vincles Alliance



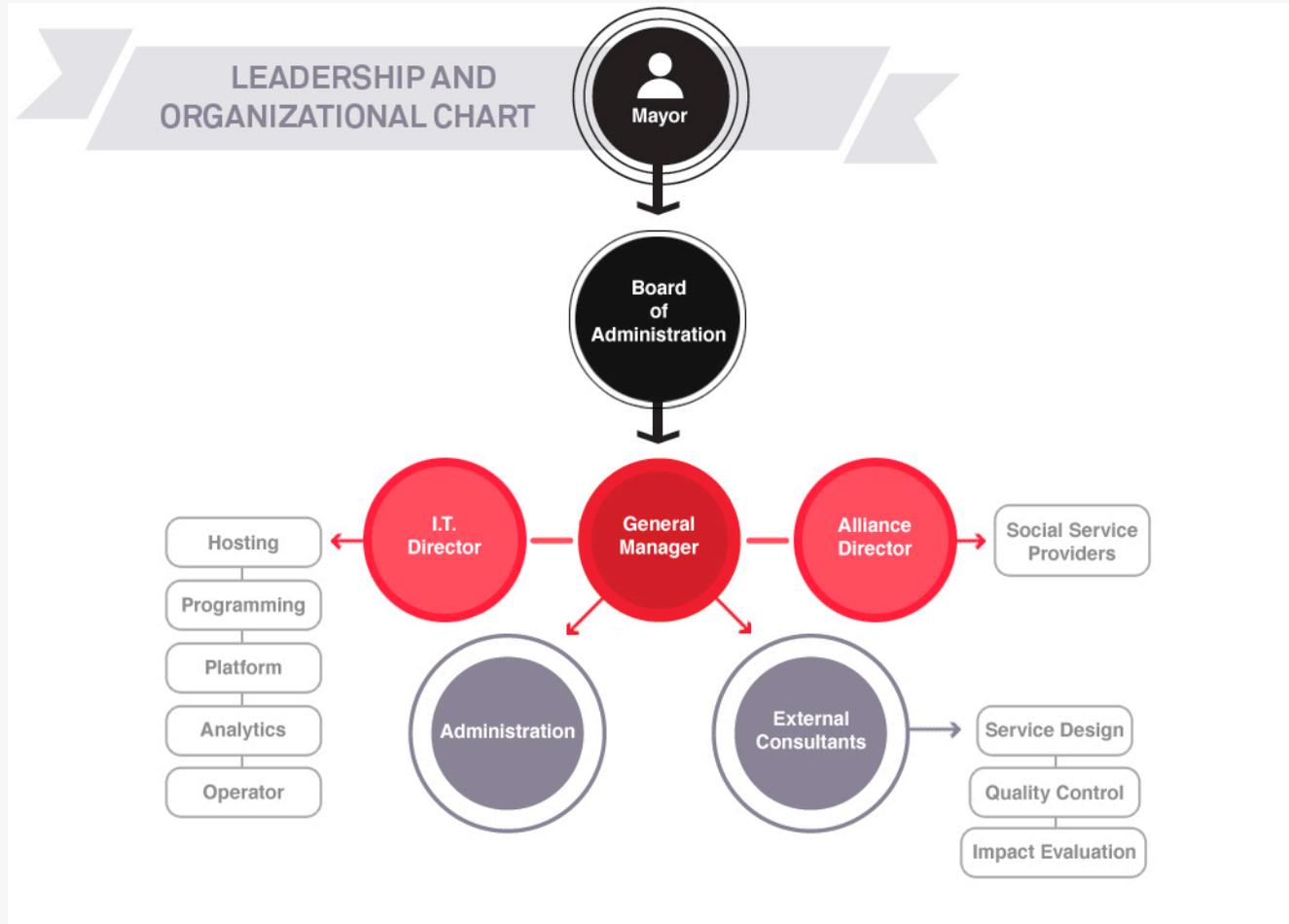
Business partner: IT operator



Threats



Vincles Organizational Chart



Collaborative Care

Societal Impact & Business Model

Customers & Citizens

User Centered Design

PPPP

Smart Citizens

Scalability

New Infrastructure

... from Barcelona

Thank you!