Exploitation Business Models

www.frailsafe-project.eu

Major Targeted Audience

- **Older people**
  - ✓ family members
  - ✓ caregivers
- **Geriatricians**
  - ✓ doctors
  - ✓ medical professionals
  - ✓ nurses

Additional Targeted Audience (#1)

➔ **Healthcare organizations**

- ✓ hospitals and clinics

- ✓ retirement homes, day care or rehabilitation centers

- ✓ national or regional Healthcare Systems

FrailSafe vs. Traditional

- **FrailSafe system: proactive diagnostic tool**
    - ✓ early detection of frailty
    - ✓ delay of frailty progress
- **Traditional methods: reactive actions**
    - ✓ treatment
    - ✓ hospitalization
    - ✓ rehabilitation

FrailSafe Advantages

- **Cost reduction** for health organizations

- **Holistic approach** of frailty and geriatric issues

- **Quantification** using frailty scores

- **Non-intrusive** and **data-based** method

Additional Targeted Audience (#2)

➔ **pharmaceutical industry**

- ✓ scientific research
- ✓ drug testing

▪ **FrailSafe**

- ✓ frailty index ➔ 3 categories: non-frail, pre-frail, frail
- ✓ pre-screening of test participants based on their index
- ✓ more reliable results for drug testing

Additional Targeted Audience (#3)

➔ pharma & insurance industry, researchers, data scientists

- ✓ design of long-term claim policies
- ✓ testing for different scenarios
- ✓ validation for financial viability of models

▪ FrailSafe

- ✓ vast amount of big data
- ✓ anonymized medical records
- ✓ real-life data from past years

Attraction of Audience #1
(DoctorMe package)

➔ **doctors, medical professionals, clinics, hospitals**

- ✓ access to their clients
- ✓ remote monitoring of patients
- ✓ generated suggestions
- ✓ instant notifications on adverse events

➔ **connect with patients, offer new services, save time**

Attraction of Audience #2
(ProData package)

➔ **insurance companies, researchers, policy makers**

- ✓ access to vast amounts of past anonymized data
- ✓ validate scenarios or designed policies
- ✓ experiment with different strategies to be proposed
- ✓ uncover challenges to solve
- ✓ find future opportunities or risks

➔ **use past records to calculate and design the future policies**

Exploitation Rollout

- **pilots through local and targeted interventions**
  - ✓ day care centers for older people
  - ✓ rehabilitation centers
- **attract doctors, clinics etc. as key opinion leaders**
  - ✓ openly endorse FrailSafe
  - ✓ provide the FrailSafe system to patients as rental device

Project partners

www.frailsafe-project.eu