



# WIRE 2016

WEEK OF INNOVATIVE REGIONS IN EUROPE

## Importance of EU funded research for regional innovation

## Do CHANGE as a case study

Ad van Berlo, Ph.D, M.Eng., M.A.  
a.vberlo@smart-homes.nl



European  
Commission



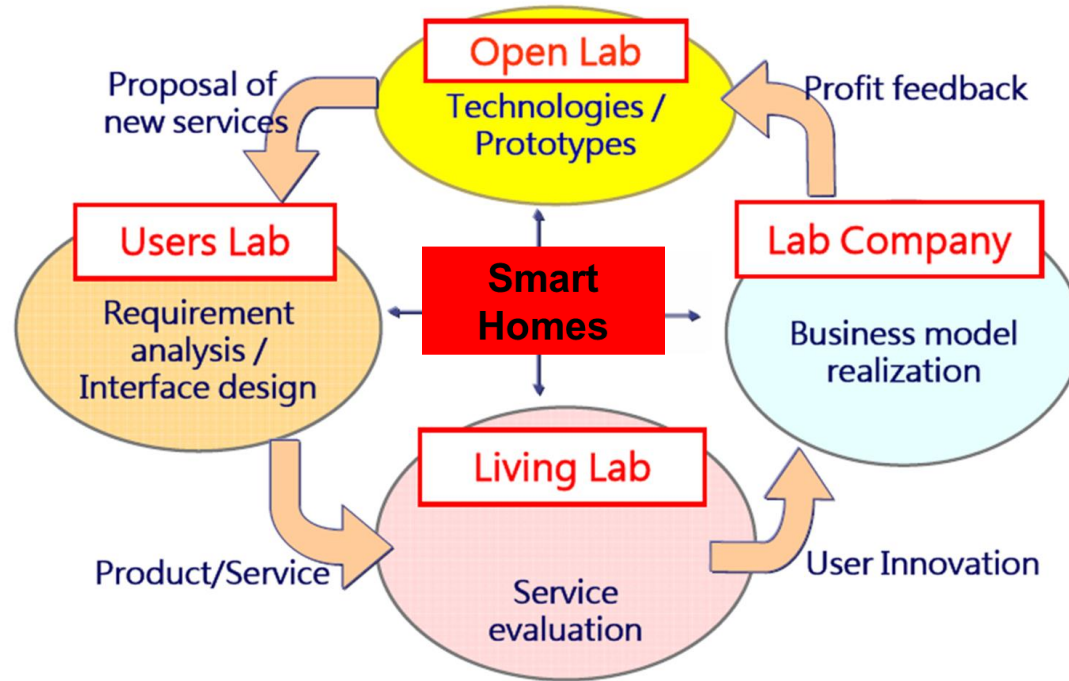
Brainport

# Introduction to Smart Homes



1. Expert centre and SME for smart living & ehealth
2. Started in 1998, 15 employees, Eindhoven
3. Portfolio:
  - a. R & D + I for third parties + own exploitation
  - b. Consultancy in smart houses, smart living;
  - c. Exploitation of Smartest House of the Netherlands

# Smart Homes Innovation Engine



# Importance of regional approach



1. Smart living and ehealth services require a regional scale for investments in ICT platform and horizontal and vertical integration;
2. SME's must first find sufficiently large market in the own region of residence;
3. At the same time learn from other regions for new, alternative approaches and solutions.

# Solutions for heart patients



1. CommonWell (2008 – 2011) Telemon. CHF
  2. SmartCare (2013 – 2016) Integr. Care CAD
  3. SmartBEAT (2014 – 2017) Integr. Care CHF
  4. Do CHANGE (2015 – 2018) Behav. Change
- 7 – 11 partners per project: 25 Europ. Partners
  - Within Brabant: 4 SME, 4 hospitals, 2 GP assoc.

# Do Cardiac Health Advanced New Generation Ecosystem

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<https://youtu.be/igAVmWnbgds>

# Why a Horizon2020 proposal?



1. Perfect fill for missing parts in previous projects;
2. Disruptive approaches;
3. Difficult business model for private capital investments due to reimbursement silo's;
4. Cooperation with English companies and Spanish & Taiwanese institutes;
5. Three pillars: changing behaviour, new tools and advanced ICT ecosystem.

# Do CHANGE expectations (1)



## 1. Market is potentially huge: Non-Communicable Dis.

- Reduce tobacco use
- Improve diet (reduce salt, sugar; increase vegetables)
- Increase physical activity levels
- Increase social networks
- Reduce alcohol consumption
- Use cognitive functions more

2. Combination of unhealthy diets, physical inactivity, and high BMI is biggest overall contributor to DALYs



# Do CHANGE expectations (2)



1. Market research suggests:
  - The Do CHANGE approach can be used in Public Health as well as in medical settings;
  - It is relevant to NCDs generally, not just heart disease;
2. This massively increases the potential multiplier effect of Do CHANGE: tackling each of these.....
3. In EU-28 small shifts in behavioural risks could reduce vascular deaths by 71.400/year (Briggs, 2013).

# Experiences



1. Working within the own region only: more efficient, better progress monitoring, etc.;
2. But missing expertise from other regions and different dynamics, culture, attitudes, etc.
3. One must be extremely creative and “lucky” to be able to compete against multinationals;
4. “Deliverable-driven” and language-barrier;
5. Enormous enrichment of working life!

# What can be improved?



1. “Compulsary” market analysis and preliminary Business Opportunity Plan for RIA projects;
2. Regional ecosystem as absolute requirement;
3. Maybe better (accessible) repositories with existing prototypes/solutions;
4. More attention for interoperability issues;
5. More ICT experts involved in evaluation;

Thank you!  
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