

“ Nog nooit een computer aangeraakt en wil nu geen dag meer zonder! ”

Mevr R. Belder (87)

Compaan introduction

- A tablet especially developed for elderly. Available in two options, the “classic” Compaan for people who find it difficult to work with traditional technology and the Compaan “Connect” for those who appreciate a little more support when using tablets.
- Allows seniors to participate in our online world: share pictures and video’s, exchange messages, video calling, local news, games, easy browser, etc.
- The Compaan is “grandma-proof”! Simple to use: all communication is offered proactively with a clear notification
- Family and friends communicate with the Compaan via the Compaan Portaal, an online environment accessible via smartphone, tablet and computer
- Access to the Portaal is “invitation only” with username and password and all communication between the Compaan and the Portaal is encrypted

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“Hoera! Compaan
bestaat 5 jaar.”

Tante Hannie, 23 juni 2014

What do we want to achieve with the Compaan?

Our mission with the Compaan is to “connect generations”! We contribute to the following social objectives:

- **Improve wellbeing from elderly** by facilitating online social contacts with family, friends and neighbours
- **Facilitate “informal care”** by sharing informal care over more people (relatives, friends, volunteers, etc.)
- To **make professional care more efficient** by using technology in the primary care process and enabling informal care

In the end this will contribute to elderly being able to live longer independently at home in a comfortable and safe environment

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“ Als u meer gemak
zoekt bij het gebruik
van een tablet ”

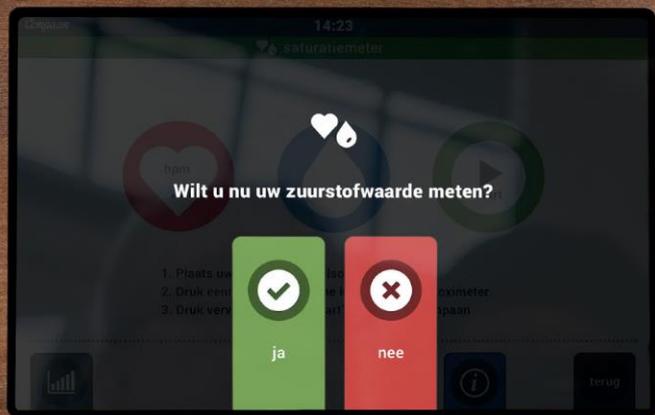
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Market approach and proposition in the Netherlands

- We offer the Compaan Business-to-business and business-to-consumer
- “A gift from heaven” said an 84-old lady after she had just seen her grandchildren abroad via video calling.
- We do many projects for municipalities where we focus on making users less lonely and providing a platform for family care.
- For care organisations we offer solutions for remote care: for instance video calling and self measurement.
- For professional care organizations and other partners we can provide the Compaan with their own “look & feel” and add value added services
- For consumers, the one-off price of a Compaan is € 299,00. Additionally customers pay a monthly subscription from € 12,95 per month (incl. VAT).

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“Direct inzicht
in mijn eigen
hartslag en
zuurstofwaarde”

Zorgbalans biedt haar thuiswonende cliënten met COPD de mogelijkheid op de Compaan direct hun zuurstofwaarde en hartslag te meten. Daarnaast vullen mensen wekelijks hun ziektelastmeting in.

Our challenges in growing

As we offer solutions for more groups, the challenges for growth are different.

- For our consumer proposition, our challenge is to reach the “buying” family-members of the elderly. Marketing has proven expensive and not very successful.
- For our community care approach, our solution has proven to have impact but technology is not structurally financed by local government. We are dependent on “project money” and civil servants with an innovative approach.
- For homecare we are theoretically in a good situation, structural finance is available, the remote care business case proves positive, we have urgency because of the aging population and shortage of caregivers
- So why are we not rapidly scaling up?



The Feedback Company

“Zeer positief, nooit gedacht dat mijn moeder nog eens het digitale tijdperk in zou stappen”

Sterke punten

Duidelijke uitleg, goede service. Altijd vlot reactie op mail.

J. Kuijpers

Caregivers are reluctant

We experience the major part of caregivers struggling with this change process:

- They have chosen for “warm care” in stead of “cold technology”
- The average age of people who give homecare is high, in average high in the forties
- Caregivers often struggle with the technology and applications they need to use
- Although they often experience pressure because of staff shortage, they still feel technology might take their jobs
- ”My client can’t use this, too difficult”

How to cope with this change process?

How can we take away this fear?

- Focus on fun for the client in stead of providing remote care
- Show people how easy the Compaan is, you just can't go wrong
- Work with management of the caregiver to explain the staff shortage issue and make a firm statement that technology will not take jobs but
- Completely facilitate the communication, on boarding, installation and support
- When implementing, first focus on teams who are open for change and prove that it works
- We are not replacing homecare, we are adding additional services to it.
- Any other ideas?

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“Brengt generaties
dichter bij elkaar”

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