



SMEs have a unique chance to get support in product development

The European population is ageing and pressure on carers is increasing. It brings the need to use innovative digital products widely used by seniors and carers. HoCare2.0 project offers SMEs to join pilot testing and get guidance in co-creation approach when developing their new products. Currently, there is an open call that SMEs can join for free.

Did you know that by 2060, every third European will be older than 65 years? It makes the “Silver Economy” one of the fastest-growing economic domains. Because many solutions for the elderly are digital-based and not well accepted, there is a growing need to involve them in the product design process. This brings the opportunity for SMEs in fields of technology or healthcare.

“We see info-communication technologies as useful tools to improve the home care - both for the carer and the senior. Our primary goal in HoCare2.0 project was to develop an ecosystem in which we can closely work with quadruple helix actors. The quadruple helix refers to the involvement of the SMEs, Research organizations or the academia, Providers of public health or social services, Representatives of elderly care recipients and their family members”, says István Csizmadia, Chief Executive Advisor, Directorate for Project Management of National Healthcare Service Centre (ÁEEK).

Benefits of working with the quadruple helix

The cooperation with representatives of quadruple helix brings many advantages. *“SMEs get direct and easy access to their target group, as well as experts in desired fields. We cannot forget valuable feedback, or professional guidance and know-how of project partners”,* added István Csizmadia.

The quadruple helix actors have defined six categories of needs that are the most important in the field of home care solutions. Those are:

- Treatment-related needs
- Activities of daily living
- Self-sufficiency need
- Social needs



- Emotional needs
- Information needs

Each category includes several very specific needs ready to be addressed.

Open Call for SMEs

In the framework of HOCARE 2.0 the leading partner the Central Transdanubian Regional Innovation Agency (KDRIÜ) has recently opened a call for SMEs that are planning to develop and deploy a product related to home care. At the same time, they are looking for a solution to make the whole process easier. Their solution needs to reflect one of the defined needs mentioned above.

The open call is open until 31st August 2020, and will select two companies that will participate in the project for free. Those two companies will then co-create with quadruple helix representatives under the guidance of KDRIÜ and National Healthcare Service Centre (ÁEEK).

The ultimate goal is to deliver two Minimum Marketable Products and shorten time-to-market.

You can find more info at:

<http://www.kdriu.hu/okos-eszkoz/index.php>

<http://www.kdriu.hu/okos-eszkoz/palyazati-feltetelek-es-szabalyok-hocare2-0.pdf>

<https://www.facebook.com/shares/view/?av=1307757356> or contact the organizer of the call Bende Csaba, project manager Email: csaba.bende@kdriu.hu

About HoCare2.0

HoCare2.0 project is funded by the Interreg CENTRAL EUROPE Programme. The project is led by a partnership of 11 partners from 6 different Central European countries, including partners from the Czech Republic, Germany, Hungary, Italy, Poland and Slovenia. With funding from the European Regional Development Fund, the programme supports various institutions from public administration and service providers to business support organization to work together and improve innovation in Central Europe.

Its mission is to provide customer-centered home care solutions by the use of co-creation method. It means engaging SMEs, public institutions, research institutions and the citizens in the development of new innovative health and social services or products.

National Healthcare Service Centre as a governmental agency and a background institution of the Ministry of Human Capacities is responsible for coordination, development and quality assurance of healthcare provision and services, also functions as the maintainer of over 100 hospitals all over Hungary. Manages a great number of international projects and EU funded operative programmes for health development, thus having an extended international partner network.

In the framework of the project NHSC represents the public health sector from Hungary and provides assistance to form the user needs as well as preparing and implementing a Policy Pilot to design e-Services, focusing on home care, day/outpatient surgery, and other different care types of public health providers, which can result in shortening the length of impatient care.

For more information, please, feel free to contact:

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