Telecare and independent ageing:

Marketing, distribution, product development & user perspectives

Academy of Medical Sciences,
41 Portland Street, London W1B 1QH

Friday 17th May 2013
9.15am - 4.00pm

Advancing Knowledge of Telecare for Independence and Vitality in later life
The conference will be an opportunity to examine the current state of telecare delivery and to locate this in the wider context of the support available to older people living at home. The conference will bring together specialists in telecare development, design, marketing, implementation and delivery to discuss strengths and weakness of current arrangements and to explore ideas for using telecare more effectively.

The conference comes mid-way through the AKTIVE project and will be used to inform the project’s development and outputs in its final year (June 2013 - May 2014). It is funded by the AKTIVE project, which is part of the Technology Strategy Board’s Assisted Living Innovation Platform, and organised by AKTIVE partners the University of Leeds and Inventya Ltd with support from a planning group which also includes AKTIVE consortium members.

**Project coordinator:** Sue Yeandle, CIRCLE, University of Leeds

**Website:** [www.aktive.org.uk](http://www.aktive.org.uk)

**Twitter:** @AKTIVEproject

**To tweet about the event please use:** #AKTIVE2013

**For information about the event please contact:** Radka Bartosova at r.bartosova@inventya.com
Conference Programme

0915 Welcome, registration and refreshments

0945 Opening Plenary

Welcome by the conference chair Prof. Andreas Hoff, IHI Zittau, Germany

The AKTIVE project – aims, ambitions and expectations
Prof. Sue Yeandle, CIRCLE, University of Leeds, AKTIVE project director

The Telecare Industry: Looking to the future
Valerie de Leonibus, Co-Founder and Director, Inventya Ltd

Caring networks: how does telecare fit in? Early findings from the AKTIVE project’s everyday life analysis
Dr. Emma-Reetta Koivunen, CIRCLE, University of Leeds

1045 Morning Workshops A, B, C (parallel sessions)

Expert speakers will give short presentations related to their workshop topic followed by a short Q&A. The rest of the workshop time will be dedicated to interactive café style discussions.

1215 Lunch, networking and exhibition

1300 Afternoon Workshops D, E, F (parallel sessions)

Expert speakers will give short presentations related to their workshop topic followed by a short Q&A. The rest of the workshop time will be dedicated to interactive café style discussions.

1430 Break with coffee, tea and biscuits

Time for facilitators and rapporteurs to prepare for closing plenary

1445 Closing Plenary

Feedback from workshop facilitators
Final Words: Challenges and opportunities for the AKTIVE project, Prof. Sue Yeandle

1530 Networking
Morning Workshops

10:45 – 12:15

**A: TELECARE: DESIGNING PRODUCTS AND SYSTEMS FOR OLDER PEOPLE AT HOME**

This session will focus on the design of telecare products and delivery models.

- Who are the stakeholders in telecare delivery?
- What are the value propositions for these stakeholders?
- Who benefits from older people’s use of telecare?

**Facilitator**

*Prof. Peter Buckle, Director, Robens Institute*

**Confirmed speakers**

*Richard Farrell-Smith, Product Manager, Tunstall Healthcare (UK) Ltd.*
- The challenge of designing telecare solutions

*Dr. Joe Wherton, Queen Mary University, ATHENE Research project*
- Co-production of assisted living technologies

*Chris McGinley, Senior Associate, Age and Ability Lab, The Helen Hamlyn Centre for Design, RCA*
- People centred approaches: routes to information, insight and inspiration

**B: TELECARE MARKETING AND DISTRIBUTION: OPPORTUNITIES AND BARRIERS**

This session will examine the penetration of telecare technologies across the UK and European market.

- What are the most common routes to market and why?
- What are the emerging business models which could lead to wider telecare and assisted living technology uptake?
- Could telecare products be sold via major retailers, and would this encourage wider uptake?

**Facilitator**

*Valerie De Leonibus, Co-founder and Director, Inventya Ltd.*

**Confirmed speakers and presentations**

*Simon Fielden, Director, Health, Design and Technology Institute (HDTI), University of Coventry*
- Consumer attitudes to purchasing electronic Assistive Living Technology in the future

*Radka Bartosova, Healthcare Innovation Consultant, Inventya Ltd.*
- How telecare technologies reach end-users today and in the future

*Ian Rutter, Engage Business Network, Age UK*
- Changes in consumer behavior and high street profile (provisional title)
C: TELECARE AS A SUPPORT IN OLDER PEOPLE’S LIVES

This session will bring together speakers to discuss the needs, including medical conditions and life situations, of older people who use telecare.

- How can telecare support independent living and how does it relate to other technologies?
- What specific needs do clients with dementia or falls have that telecare can support?
- Does telecare meet certain needs of clients and their carers?

Facilitator

Prof. Murna Downs, Head of the Bradford Dementia Group, University of Bradford

Confirmed speakers and presentations

Prof Alan Roulstone, Professor of Disability and Inclusion, University of Northumbria
- Realising telecare potential: Policy and Evidence (provisional title)

Dr. Adam Darowski, Consultant Geriatrician, Oxford University Hospitals NHS Trust
- Assistive technology to maintain older people at home (provisional title)

Dr. Elizabeth Hanson, Scientific Leader, Swedish Family Care Competence Centre
- Using Information and Communication Technology ICT to help empower older people
Afternoon Workshops

13:00 – 14:30

D: COMMISSIONING AND DELIVERING TELECARE

This session will explore the approaches and rationales used by local authorities and others who commission, install and make assessments for telecare to understand the value propositions for various stakeholders.

- Who should pay telecare costs?
- How should costs and benefits be monitored and assessed?
- Whose expectations about the equipment and the services related to it should be met?

Facilitator

Anne Smyth, Director, The Carers’ Resource

Confirmed speakers and presentations

Marianne Howard, Telecare Technical Advisor, Leeds City Council
- Telecare in Leeds

Moira Mackenzie, Telecare Development Manager, The Scottish Centre for Telehealth & Telecare
- Telecare in Scotland

Clara Centeno, ICT for Inclusion Team Leader, Institute for Prospective Technological Studies, European Commission
- Impact Assessment: Lessons learnt from the analysis of 12 ICT based solutions for caregivers from the CARICT project

E: INTEGRATING TELECARE INTO OLDER PEOPLE’S CARING NETWORKS

This session will bring together speakers to discuss the contribution telecare can make to improving the way homecare services, carers and older people work together to achieve better outcomes for everyone involved in the ‘caring network’ needed to support independence and quality of life.

- What is the impact of telecare on caring roles?
- What are the training and information needs of care workers and unpaid carers regarding telecare?
- What are the limitations of telecare technology and its provision and the barriers to the technology providing support to carers?

Facilitator

Diane Buddery, Project Manager; Policy and Innovation, Skills for Care
Confirmed speakers and presentations

**Madeleine Starr, Head of Innovation, Carers UK**
- Telecare: a modern solution for modern families

**Lucianne Sawyer, President, United Kingdom Home Care Association (UKHCA)**
- Enhancing homecare with telecare – a missed opportunity? (provisional title)

**Andrea Wigfield, Deputy Director, CIRCLE, University of Leeds**
- What are the training and information needs of care workers?

F: DEVELOPING AND EXPANDING THE TELECARE PRODUCT RANGE

This session explores current and future opportunities for product development and considers how telecare works alongside other technologies.

- What are the future possibilities for telecare products and services?
- What are the opportunities to improve interconnectivity between telecare equipment and other technologies?
- How is telecare product development balanced between the needs of telecare users and commissioners?

Facilitator

**Graham Worsley, Assisted Living Innovation Platform, Technology Strategy Board (TSB)**

Confirmed speakers and presentations

**John Eaglesham, Chief Executive, Advanced Digital Institute**
- Telecare Platforms of the Future

**Paul Thomas, Business Development Manager, Enterprise Strategy Services, Microsoft**
- Don’t commission it, sell it to the consumer

**George MacGinnis, Director, PA Consulting**
- Moving to scale – providing choice and personalisation
Biographies of contributors

PROF. SUE YEANDLE
Professor of Sociology and Director of the Centre for International Research on Care, Labour & Equalities (CIRCLE)

Sue Yeandle is Professor of Sociology and Director of the Centre for International Research on Care, Labour & Equalities (CIRCLE). She is active in a range of research networks outside the university, aims to achieve policy impact for her research through engagement with external agencies, and lead the University of Leeds’ research partnership with Carers UK. Her research interests centre mainly on the relationship between work and family life. She has led several major research programmes in recent years, including the Gender and Employment in Local Labour Markets research programme (2003-06), the Carers, Employment and Services study (2002-07), and the AKTIVE project (2011-14) which is exploring the role of technology in supporting older people with disabilities living at home and those in their caring networks. She is the lead investigator of AKTIVE project. Her latest book, *Combining paid work and family care: policies and experiences in international perspective*, edited with Teppo Kröger, was published by Policy Press in April 2013.

PROF. ANDREAS HOFF
Professor for Soziale Gerontologie at the Hochschule Zittau-Görlitz, Fakultät für Sozialwissenschaften

Dr. Andreas Hoff is Professor for Soziale Gerontologie at the Hochschule Zittau-Görlitz, Fakultät für Sozialwissenschaften in Germany. Until January 2011 Dr. Hoff was a James Martin Senior Research Fellow of the Oxford Institute of Population Ageing and Head of the Research Programme “Intergenerational Relationships, Families and Communities”. Dr. Hoff directed the British part of the international research project “Carers@Work - Between Job and Care: Conflict or Opportunity?” (Partners in Germany, Italy and Poland) funded by the Volkswagen Foundation. He coordinated the research project “Future of Cities: Climate Change and Population Ageing - Conflict and Convergence” in collaboration with partners at Oxford and Cambridge Universities, the Royal College of Art in London, as well as Kyushu and Shizuoka Universities in Japan, funded by the Oxford Programme for the Future of Cities within the James Martin 21st Century School. He directed the “Eastern-European Ageing Societies in Transition” (EAST) Research Network.
DR EMMA-REETTA KOIVUNEN
Research Fellow at CIRCLE, University of Leeds

Emma-Reetta Koivunen is a research fellow at CIRCLE, University of Leeds. She was awarded her PhD by Manchester Metropolitan University and before that her Master of Social Studies in Social Anthropology at University of Helsinki, Finland. Her research interests include social studies of technology, technology use in everyday life (e.g. telecare, internet use); domestication of technology; tourism anthropology and anthropology of the Shetland Islands. She also has research experience from working in the private sector on health and wellbeing and housing consultancies, and working in a research project studying internet use and e-commerce in rural Finland (at the University of Tampere, Finland). She is a member of AKTIVE Social Research team and project manager of the work undertaken in Leeds.

PROF. PETER BUCKLE
Director, Robens Institute

Peter Buckle is Director of the Robens Institute (www.robensinstitute.com) and Visiting Professor at two leading UK Universities (Leeds and Nottingham). He was President of the Institute of Ergonomics and Human Factors (IEHF) (2011-2012) and is a Senior Research Fellow at Imperial College London. In 2001 he was awarded the Sir Frederic Bartlett medal for his research within the field of ergonomics and in 2005 his research on ‘Design and patient safety’ was awarded the President’s Medal of the IEHF. He has published over 300 scientific papers including research on systems ergonomics, patient safety and healthcare systems. He is a member of AKTIVE research consortium.

RICHARD FARRELL-SMITH
Product Manager, Tunstall Healthcare (UK) Ltd.

Richard Farrel-Smith is the Telecare Product Manager for Tunstall Healthcare. He has responsibility for Tunstall’s home units and sensors including the development of the Lifeline Vi. After 10 years of working in the telecare market for Tunstall, Richard has considerable experience and in depth knowledge of the demands that telecare places on product design.

In the early part of his career, Richard focussed on the promotion, marketing and communication of telecare products and services but soon moved into product management where his experience and knowledge could help shape the future of product and service design. He is currently heading Tunstall’s involvement in AKTIVE as one of the four partners.
Joe Wherton is a Research Fellow at the Centre for Primary Care and Public Health, Queen Mary University of London, working on the ATHENE project (Assistive Technologies for Healthy Living in Elders: Needs assessment by Ethnography). He has a research background in psychology and human-computer interaction, with a focus on the design of assisted living technologies for older people. During 2004-2008 his Psychology PhD at the University of York focused on the requirements of technology to support people with dementia. During 2008-2011 he was a Research Fellow at Trinity College Dublin, working within the TRIL (Technology Research for Independent Living) Centre to develop social connection technologies for older people at risk of loneliness and isolation. Prior to this he was an intern at Intel, conducting ethnographic research within the Intel Digital Health Research and Innovation team Europe (HRIe).

Chris McGinley is a people-centred designer, researcher and writer. He is currently a Senior Associate at the Helen Hamlyn Centre for Design, where he plays a lead role in the Age and Ability research lab.

He has worked in the field of inclusive design for over a decade on a broad range of user-focused projects for a variety of well-known industry clients. These projects include medication packaging addressing compliance issues for GlaxoSmithKline; cooker design with a focus on the elderly for Osaka Gas, Japan; domestic lighting design for people with low vision, for the Thomas Pocklington Trust; garden design for adults with autism with the Kingwood Trust; and digital services design for diverse communities with BlackBerry.

He recently completed an EPSRC funded PhD titled ‘Supporting People-Centred Design through Information and Empathy’ at Brunel University. Part of this research saw Chris join teams as lead researcher to explore the potential of design to positively impact complex social and health-related issues through real life design development (such as redesigning drinking vessels to reduce the impact of alcohol related violence in pubs and clubs, and commode redesign to reduce health care associated infections). The design outputs from these projects went on to receive substantial press coverage and numerous design awards including a Design of the Year Award.
VALERIE DE LEONIBUS  
Co-founder and Director, Inventya Ltd.

Valerie holds a MEng in Mechanical Engineering and an MSc in Environmental Engineering. Multilingual, she is fluent in French, English and Italian. She has worked on the commercialisation of over 250 technologies. In 2006, Valerie co-founded Inventya Limited with Aldo De Leonibus to provide consultancy services geared towards the commercialisation of Science, Engineering and Technology new products and services. She has led market research projects that supported businesses, universities and corporate organizations in raising over £20 million for R&D, commercialisation and innovation.

She has a wealth of expertise in working closely with business incubators, government and European funded projects and universities. She was instrumental in the development of advanced interactive tools to facilitate innovation, new product development, dissemination of specific knowledge and cohesion between SMEs and support organisations.

Recently, she helped launch the Innovation Panel (www.innovationpanel.com), an exclusive international sharing science and innovation community.

Valerie has led Inventya’s involvement in a number of innovation related projects including: The Centre for Global Eco-Innovation (www.cgeinnovation.org), part financed by the European Regional Development Fund, AKTIVE (www.aktive.org.uk), Mobility Motivator and the North West Eco-innovation Programme. As part of these projects, she has developed links with numerous stakeholders in the innovation sector.

SIMON FIELDEN  
Director, Health, Design and Technology Institute (HDTI), University of Coventry

Simon Fielden is Director of the Health Design & Technology Institute (HDTI) at Coventry University. HDTI has a focus on user led research, teaching and product development in the field of assistive technology. HDTI delivers direct business support in the areas of product design, usability testing and mobile health app development, alongside leading a number of important collaborative research projects, including the TSB funded COMODAL project.

Prior to this appointment Simon worked in the West Midlands Rehabilitation Centre in Birmingham for 17 years as a Consultant Clinical Scientist specialising in the application of assistive technology. Simon was responsible for both a range of specialist assistive technology services and a programme of technological and service innovation.

Simon studied engineering and bioengineering and is a Chartered Engineer. He is the chairman of the regional driving assessment centre, a charity dedicated to helping people with impairments to drive.
IAN RUTTER
Senior Manager, Engage Business Network, Age UK

Ian is the Senior Manager of Age UK’s Engage Business Network. The network was established to help businesses to understand demographic change and the real commercial opportunities this change represents. Commercial advantage comes through greater understanding of the over 50s consumer, and the business benefits of adopting an inclusive approach to the design and delivery of products and services.

A graduate in Architecture, Ian spent many years in a variety of marketing roles, and as a software consultant before becoming Creative Director of a digital marketing agency. His expertise includes business analysis and strategic planning and he has presented on a wide range of subjects from social media through to inclusive design and the needs of the older consumer.

Ian presents two programmes on Age UK’s The Wireless radio station, one of which tackles different consumer issues from a business perspective, with guests invited from the commercial world.

PROF. MURNA DOWNS
Head of Bradford Dementia Group, University of Bradford

Murna Downs is Professor in Dementia Studies and Head of the Bradford Dementia Group at the University of Bradford. Her research interests focus on improving quality of life and quality of care for people with dementia and their families.

Bradford Dementia Group is engaged in a range of initiatives to improve quality of life and quality of care through the use of the practice development methodology, Dementia Care Mapping, as well as through a range of training programmes and undergraduate and postgraduate degrees in Dementia Studies, by distance learning.

Murna has published on a range of topics including the perspective of the person with dementia, early diagnosis and primary care and optimal long term care and end of life. She is co-editor of the textbook Excellence in dementia care: Research into practice and is series editor of the Bradford Dementia Group Jessica Kingsley Good Practice Guides on dementia care. She is an ambassador for the Alzheimer’s Society, serves on the Executive Board of the Alzheimer’s Society Research Advisory Committee and is a member of the National Institute for Health Research Clinical Studies Group for the Dementia and Neurodegenerative Diseases Research Network (DeNDRoN).

The University of Bradford is a signatory to the Dementia Action Alliance and is committed to working in partnership to improve the quality of life for people with dementia and their family carers.

See www.bradford.ac.uk/health/career-areas/dementia-care
RADKA BARTOSOVA  
*Healthcare Innovation Consultant, Inventya Ltd.*

Radka Bartosova has a BSc in Business from Lancaster University Management School. She joined Inventya Ltd. in 2011 and since then has worked on a range of consultancy projects preparing bespoke market entry analysis for organisations commercialising new technology. In 2012 Radka started her work on the AKTIVE project (Advancing Knowledge of Telecare for Independence and Vitality in later liFE) where she is now developing telecare market expertise.

PROF. ALAN ROULSTONE  
*Professor of Disability and Inclusion, University of Northumbria*

Alan Roulstone is currently Professor in Disability Policy at Northumbria University and was previously Head of Social Sciences Research and Head of Research (sub-dean) in the Health and Life Sciences Faculty at De Montfort University, Leicester. He has previously held senior posts at the University of Sunderland and was Deputy Director of the Strathclyde Centre for Disability Research, University of Glasgow. Alan has been involved in numerous research projects around adult health and social care, disability benefits, disability policy, social exclusion, transitions to work and adulthood, disablist hate crimes, new technologies and social futures, older people, and disability law. Funders include Leverhulme Trust, SCIE, Joseph Rowntree Foundation, Department of Health, Disability Rights Commission (now EHRC), European Commission, Economic and Social Research Council, Regional Development Agencies, and UNESCO. Professor Roulstone has produced over 70 publications in the field of social care, social inclusion, disability benefits, disability, equality and employment policy. He has published nine books on disability policy/practice, including most recently an edited collection on disablist hate crime (Routledge, with Hannah Mason-Bish, 2012), a handbook of disability studies (Routledge, with Nick Watson and Carol Thomas, 2012) and Understanding Disability Policy (with Simon Prideaux, 2012).

DR. ADAM DAROWSKI  
*Consultant Geriatrician, Oxford University Hospitals NHS Trust*

Adam Darowski completed his medical training in Cambridge and London. He was appointed as a Consultant in East Berkshire in 1989, and ran a Falls Clinic in East Berkshire from 1995 until he came to Oxford to develop a new Falls Service in 2001. Dr. Darowski has spent almost 20 years assessing the causes of why older people fall, and leading a team that deals with fallers. He is also the author of a book, ‘Falls: The Facts’, and has written book chapters on falls and two review articles on medication and falls.
**DR. ELIZABETH HANSON**

*Scientific Leader, Swedish Family Care Competence Centre*

Elizabeth Hanson is Scientific Leader of the Swedish Family Care Competence Centre, a centre of excellence in the area of informal care of older people. She is an Associate Professor at the Linnaeus University, School of Health and Caring Sciences, Kalmar, South-East Sweden. Elizabeth is a steering board member for the non-governmental organisation, Carers Sweden. For the last sixteen years, she has been actively engaged in research and development work concerning the use of Information and Communication Technologies to help empower older people with chronic long-standing chronic conditions living at home and their family carers. A notable example being the ACTION (Assisting Carers using Telematics Interventions to meet Older people’s Needs) service.

**DIANE BUDDERY**

*Project Manager; Policy and Innovation, Skills for Care*

Diane has been in the field of social care for 20 years, working for the statutory and voluntary sector. Beginning her career within residential care, she qualified as a social worker in the 90’s, working in hospital discharge, services for those with physical disabilities and becoming a senior social worker for people with learning disabilities. She then moved into learning and development, becoming Workforce Development Manager for Cambridgeshire County Council. She has worked for Skills for Care for three years, leading the areas of support for carers and assisted living technologies as a Project Manager.

**MADELEINE STARR, MBE**

*Head of Innovation, Carers UK*

Madeleine Starr is Director of Business Development and Innovation at Carers UK, a not-for-profit organisation with over 40 years experience of working to improve the lives of unpaid family carers, through campaigning and lobbying at local, national and international level, and providing information, advocacy, training and consultancy services. From 2002 to 2007 she led the innovative Action for Carers and Employment (ACE National) partnership, funded by the ESF EQUAL Community Initiative to research, develop and test support for people juggling care with paid work.

Madeleine represented Carers UK on the Employment Taskforce for the UK Government’s review of the National Strategy for Carers in 2008, and in 2009 was recognised as a Working Families Pioneer for ‘her sustained and successful campaigning for carers’ employment rights, and for her influence in establishing the Employers for Carers forum’. She is a member of the Steering Committee for the European Innovation Partnership on Active and Healthy Ageing and she is currently leading Carers UK’s work on care and technologies, and new mechanisms for growing the care market. Madeleine was awarded an MBE in 2012 for services to employment.
LUCIANNE SAWYER, CBE
President, United Kingdom Home Care Association (UKHCA)

Lucianne Sawyer currently runs a busy social care consultancy working with independent homecare and support providers and local authorities. She has held senior positions in both private and voluntary organisations and has been involved in many national level initiatives, including the current National Market Development Forum. A close working relationship with CSIP over several years led, among other projects, to representing CSIP on the Telecare Advisory Network. She was a commissioner with NCSC, the first social care regulator and has worked with both CSIP, local authorities and independent providers on workforce issues. She has serious concerns about the effects which the commissioning of homecare over the last 20 years has had on the quality of services. Lucianne was a co-founder and is president of the UKHCA. She was awarded a CBE for Services to Health and Social Care in 2001.

DR. ANDREA WIGFIELD
Deputy Director, CIRCLE, University of Leeds

Andrea Wigfield is Deputy Director of the Centre for International Research on Care, Labour and Equalities (CIRCLE) and is Associate Professor of Social Policy at the University of Leeds. She has 20 years experience of successfully generating external research income for social research and evaluation projects. She has managed over 60 research projects working previously at Sheffield Hallam University, the University of Sheffield and more recently as Director of an independent research centre, the Policy Evaluation Group.

Her research expertise and interests are in the broad areas of labour and equalities, particularly around gender, age, race, religion and/or belief and socio-economic status/social class. Andrea has been particularly keen during her research career to link academic research with practical application and policy implementation and has a strong interest in related policy developments. Andrea recently led two projects funded by Skills for Care on ‘Workforce Development for Assisted Living Technology’ which involved case studies in three local authorities and an on-line survey of a large number of organisations throughout England which are involved in delivering Assisted Living Technology including telecare, telehealth, digital participation and wellness services.
ANNE SMYTH

Director, The Carers’ Resource

A long-term carer myself, with commitments across the voluntary sector and the NHS, I am privileged to lead the Carers’ Resource. As a centre of excellence, with several national awards including the Queens Award for Voluntary Service, we have supported 17,000 carers in the past 17 years through our specialist personalised services of information, advice and support. Awarded “Outstanding Contribution to Social Care” in the Great British Care Awards (Yorkshire and Humber) in 2010, I am currently deputy chair of the Standing Commission on Carers which advises Government on legislation and policy.

MOIRA MACKENZIE

Telecare Development Manager, The Scottish Centre for Telehealth & Telecare

Moira Mackenzie is the Head of Telecare Development and part of the senior management team of the Scottish Centre for Telehealth & Telecare. She has actively promoted the use and expansion of telecare and telehealth technologies and services over a number of years in both her current role and previously as the Scottish Government’s National Telecare Programme Manager. Moira works closely with local health, housing and social care providers and other key stakeholders to support policy, strategy and implementation of technology supported health and assisted living services. Previous to this, Moira was a service manager for the West Lothian Community Health & Care Partnership, developing and leading an integrated approach to supported/care housing and homelessness services. She was the Project Manager for West Lothian Council’s award winning telecare service.

CLARA CENTENO

ICT for inclusion Team Leader, Institute for Prospective Technological Studies, European Commission

Clara Centeno is senior scientist at the Institute for Prospective Technological Studies (IPTS) of the European Commission’s Joint Research since 2010, carrying out evidence based socio-economic research on Information Society developments and ICT take-up in the European Union. Since 2006 she has lead at the IPTS the research activities to support the development of European policies that aim to apply ICT-based applications and services to: a) increase the socio-economic inclusion of groups at risk such as migrants, youth at risk and carers; to support availability and quality of caregivers in domiciliary settings, in support to social inclusion, migrants’ integration, youth, long term care and digital inclusion policies; b) to make learning more efficient, equitable and innovative; to identify what will be the future skills needed to work in Europe and what will be the new ways to acquire them, in support to Education and Training policies; and, c) to enhance public governance. She has degrees on Telecommunication Engineering and Business Administration, and prior to joining IPTS, she worked for 13 years in the banking business services sector in applied technological research, project management, and providing technology, systems, business and strategy advice on the use of Information and Communication Technologies (ICT) in the banking sector across Europe.
GRAHAM WORSLEY

Assisted Living Innovation Platform, Technology Strategy Board (TSB)

Graham Worsley was asked to set up the Assisted Living Innovation Platform for the Technology Strategy Board at its formation in 2007, having moved from the then Department of Trade and Industry where his main responsibility, since about 1990 had been in ICT, mainly telecommunications research and development. The Assisted Living Innovation Platform has had a budget of £50M over 5 years. It works closely with the Department of Health in England and the devolved administrations. The main current activity is around the dallas programme, Delivering Assisted Living Lifestyles At Scale.

As well as funding direct innovation in industry and services the platform has an active knowledge transfer programme, is funding research projects in economic and business modelling and social studies, and has a work stream in standards.

Having successfully established a number of collaborative research and development projects Graham now spends most of his time on the technology challenges, (particularly around interoperability) inherent in large scale implementation of assisted living in dallas.

JOHN EAGLESHAM,

Chief Executive, Advanced Digital Institute

John became Chief Executive of ADI in 2009, and has led the company from its origins as a not-for-profit institute to its current position as a thriving, fast-growing, entrepreneurial SME. ADI is a leading independent R&D organisation specialising in technology-enabled service transformation in the health and energy sectors. ADI has an outstanding record of success in leading complex collaborative R&D projects. ADI led one of the first TSB Assisted Living projects, TV Phone, a collaborative R&D project exploring viability of telemedicine to the home that is now fully operationalised into the mainstream operations of a West Yorkshire hospital, and was recently showcased (Jan 2013) to Jeremy Hunt as an outstanding example of ground-breaking innovation.

ADI also lead "I-focus", one of the four projects currently running as part of the TSB’s "dallas" programme. ADI are developing a number of services to help support “circles of care”, including the “WarmNeighbourhoods® Around Me” service for British Gas. Prior to joining ADI, John worked for Pace, the TV set-top box company, for 9 years in product delivery, engineering management, and senior management. John has a BSc in Physics and an MSc in Electronic Systems Design. John contributes to several key industry groups in the Assisted Living and Smart Metering sectors, and advises a number of public and private sector policy-making bodies. He is also a qualified executive coach who works with a number of FTSE 250 company directors.
PAUL THOMAS
Business Development Manager, Enterprise Strategy Services, Microsoft UK

Paul Thomas is an Enterprise Architect in the Enterprise Strategy Practice at Microsoft UK, leading Microsoft’s engagement with Technology Strategy Board (TSB) projects that include the Assisted Living Innovation Platform and its delivery programme “dallas”, as well as Trusted Services and a European project focusing on the technologies that can help to address social isolation of the elderly. He has been with Microsoft for nearly 12 years and in previous engagements has led projects in Aerospace and Defence focusing on the use of the internet for secure collaboration.

Paul is currently working with the Technology Strategy Board’s dallas programme, delivering assisted living lifestyles at scale supporting the Year Zero programme which focusses on the implementation of Personal Health Records to encourage citizens to engage with their own health and establish new ways of digital engagement with the NHS.

Prior to Microsoft, Paul worked in NHS IT for 13 years in Health Informatics.

GEORGE MACGINNIS
Director, PA Consulting

George is a leading member of PA’s eHealth team with a special interest in the application of technology to transform care services for chronic conditions and older people. His recent work has a strong international dimension and covers policy, implementation by health providers and supporting companies enter the connected health market. George is active in the Continua Health Alliance, a global group of industry and health providers working to enable consumer-friendly technologies in personal health and wellness. He is member of the European special interest group advising on regulatory reform for telemedicine devices and is a member of the UK Technology Strategy Board’s Interoperability Task Force for the Assisted Living Innovation Programme.

DR. KATE HAMBLIN
Research Fellow at the Oxford Institute of Population Ageing

Kate Hamblin is a Research Fellow at the Oxford Institute of Population Ageing. She has worked on a number of projects including ‘Carers@Work. Combining Job and Care - Conflict or Opportunity’ project, funded by the Volkswagen Foundation and the Dulwich Picture Gallery project with Professor Sarah Harper, which evaluated their community outreach programmes for older individuals. She was awarded her PhD by the University of Bath in 2010. Her thesis addressed the changes to policies for work and retirement transitions for those over 50 in EU15 nations over the period of 1995-2005, with a particular focus on the uneven impact of these reforms upon different sub-groups within this age category. She has published a book with Palgrave based on this research. She is a member of AKTIVE Social Research team and project manager of the work undertaken in Oxford.
MARIANNE HOWARD
Telecare Technical Advisor, Leeds City Council

Marianne has been at Leeds City Council since the beginning of the introduction of telecare in Leeds in 2006. Starting from a small project of three staff to now being mainstreamed as part of Leeds Community Equipment Stores covering the whole of Leeds. Marianne Howard is one of the two Telecare Technical Advisors covering the City of Leeds who advise on Telecare equipment, the referral process and carry out installations.

Marianne can often be seen around events in Leeds promoting the service to older people’s groups, disability services groups and professionals, keeping them up to date on growing advancements in telecare technologies. The telecare team from Leeds have won the Patient Safety award in Yorkshire and Humber.