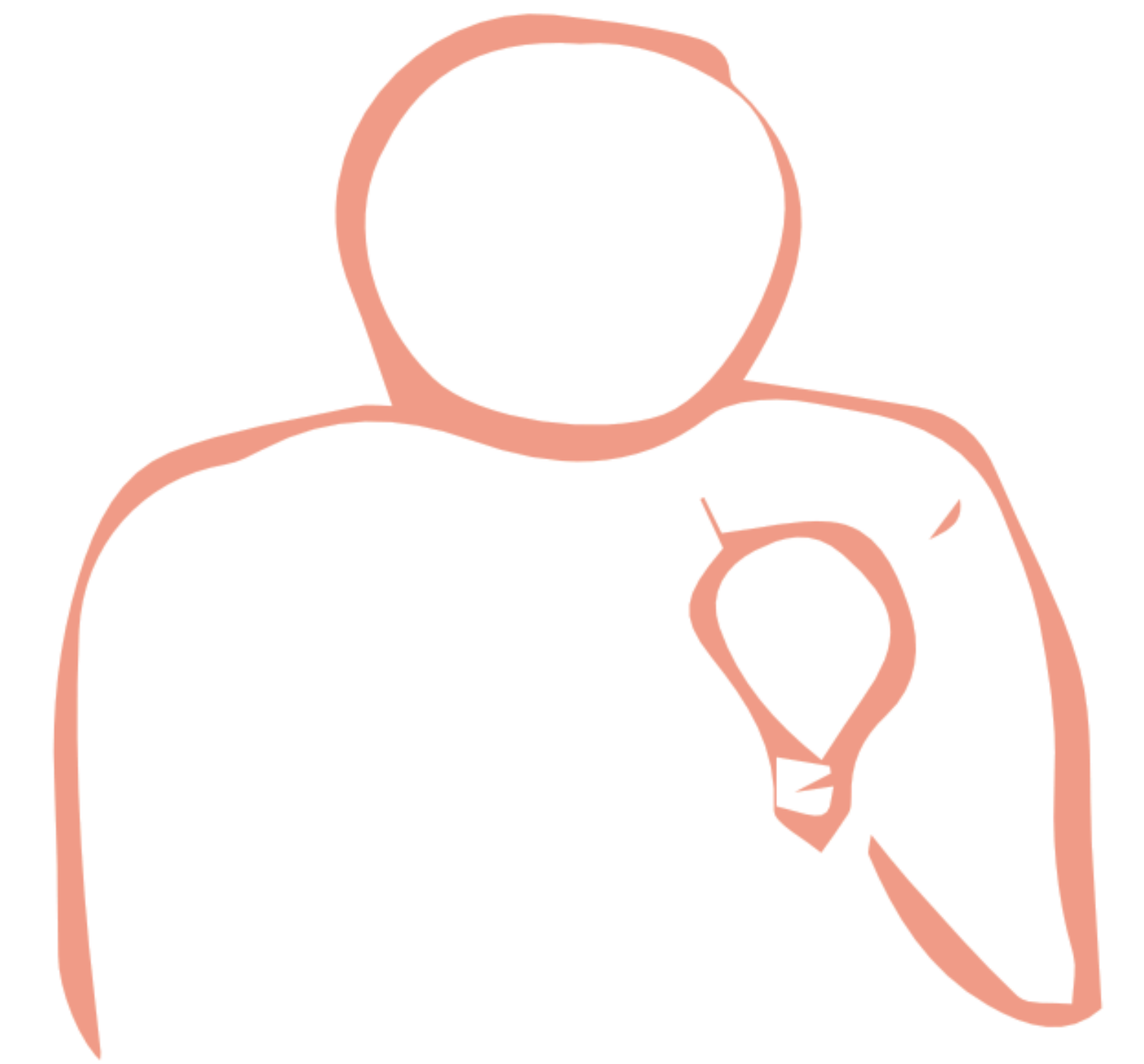




SHARE TO CARE

HOW MIGHT WE?



...**reduce the stress** of family caregivers?

...develop a tool that enables caregivers to **assess the stage** of their family members dementia?

...provide family caregivers with appropriate **support and practice-oriented information**, tailored to their **ever-changing** individual needs throughout the caregiving process?

...increase **awareness** among caregivers so that they **accept help** early enough?

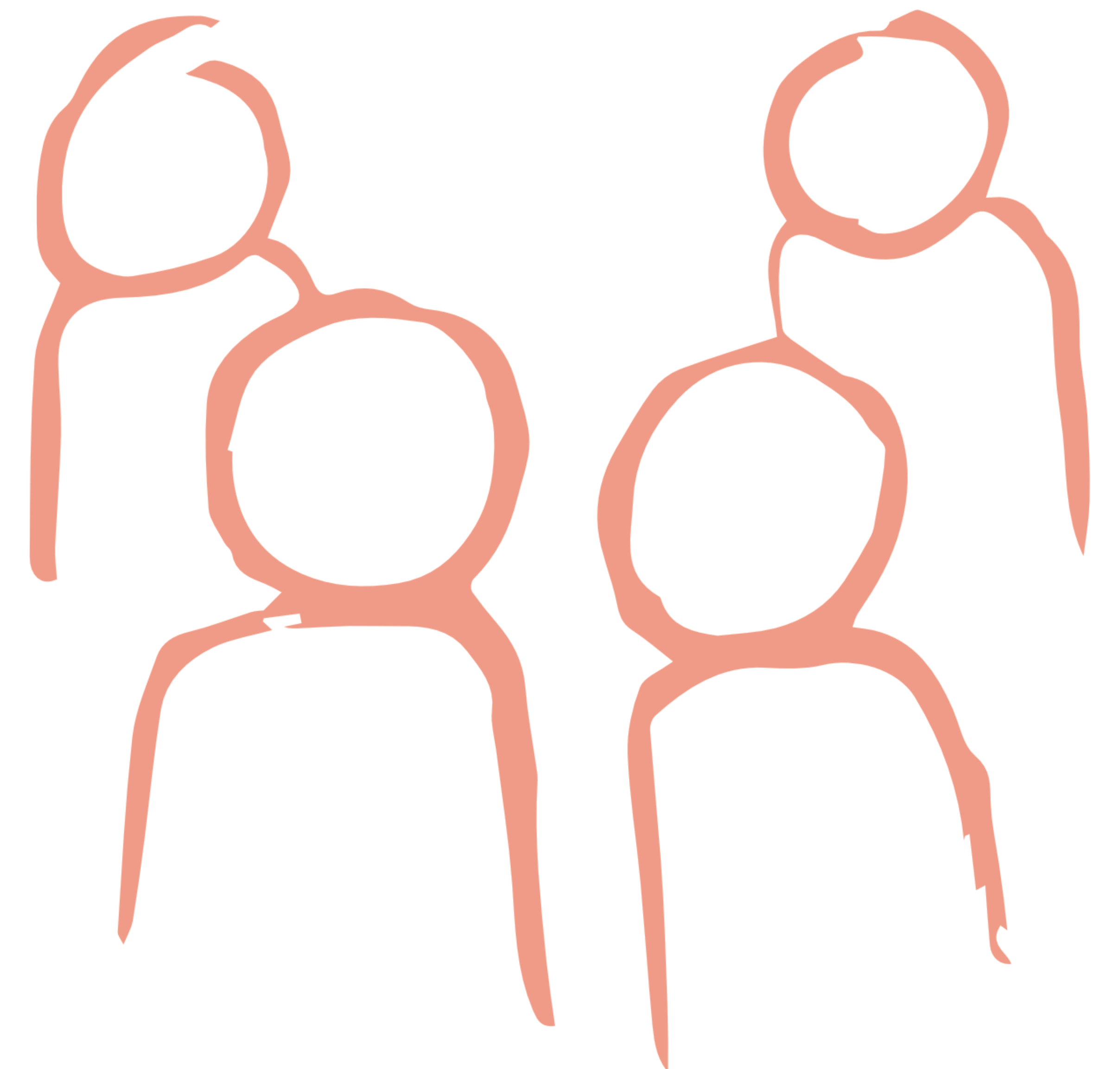
SERVICE OVERVIEW

- **Account** for dementia patient. Created by carer.
- Includes **interests, symptoms & life situation** of patient.
- Integration into **network** of similarly afflicted carers.
- Account can interface with **third party services**.



TARGET GROUP

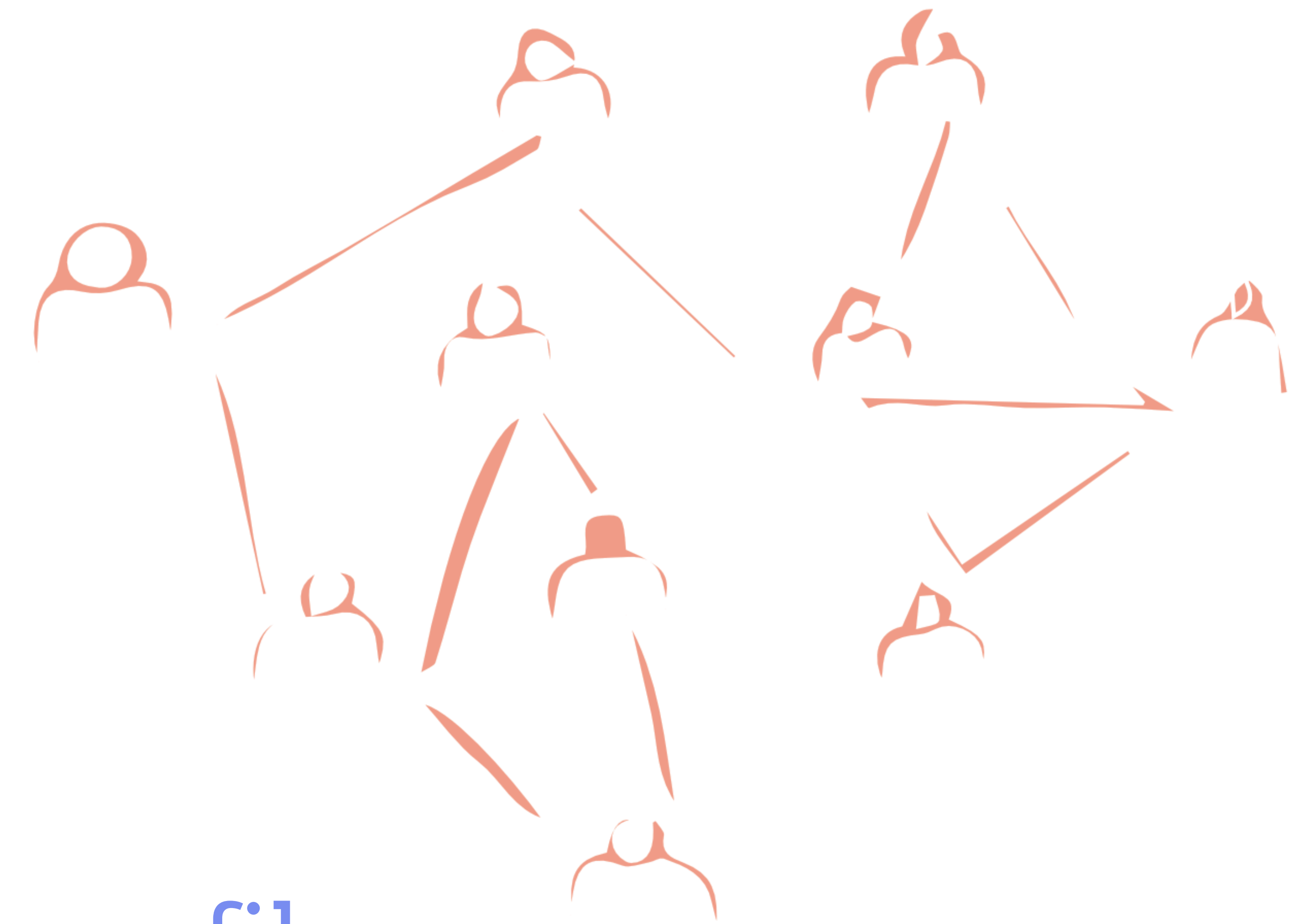
- family caregivers
- involved in long-term care
- about 45-65 years old



SERVICE VIDEO

SERVICE FEATURES

- **Custom profile** for dementia patient
- **Auto integration** into network based on profile
- **1:1 connection** with similarly afflicted persons
- **Small self-help groups** for mutual support
- **Seminars and meetings** with larger groups of people
- **Anonymous forum** for exchange with experienced carers
- **Counsel with experts and tips-notifications** based on profile



SERVICE EXPANSION

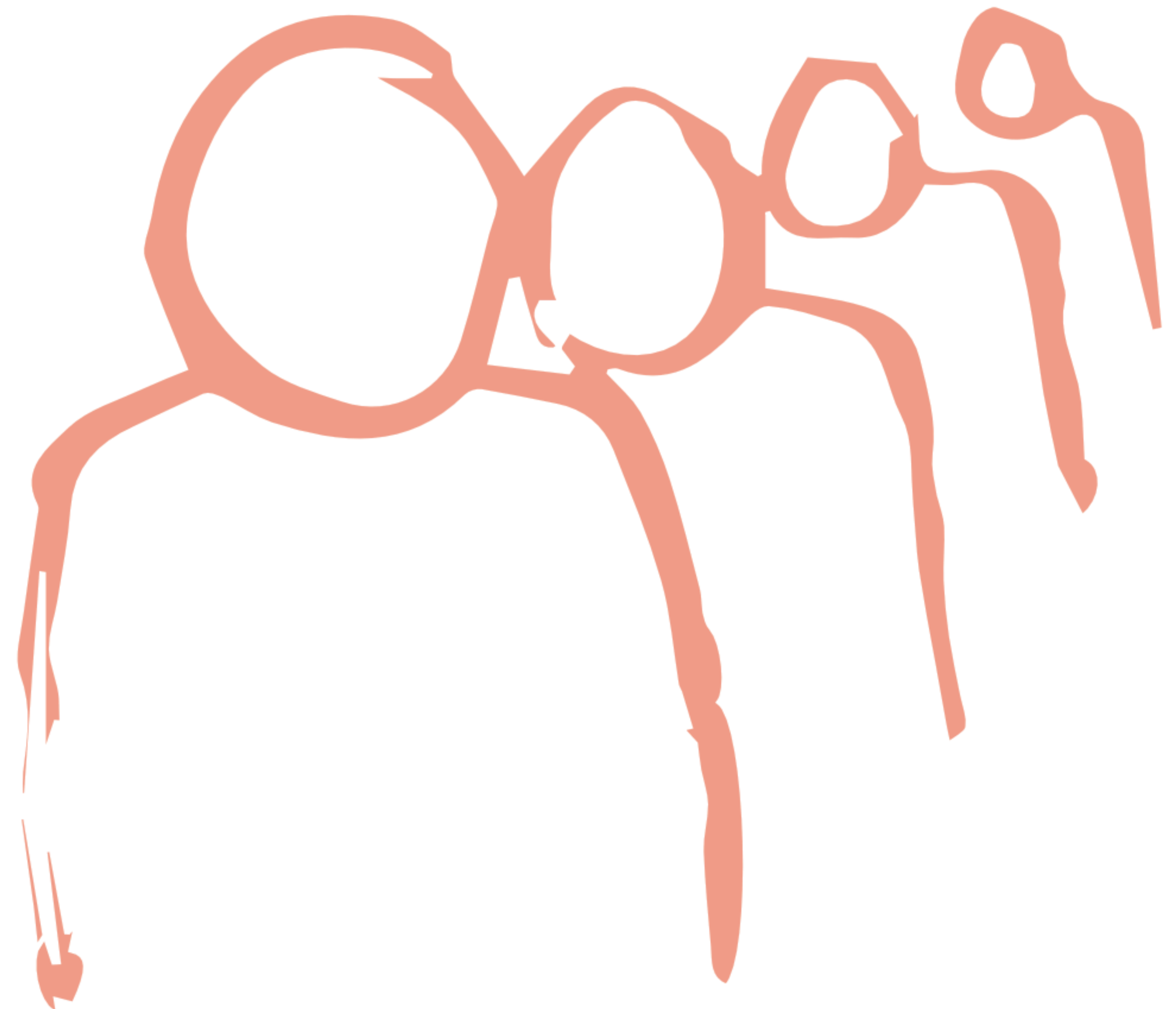
Beyond our social networking approach,
a custom patient profile could also be used for:

- **interfacing** with public services / health experts
- giving relevant **care training** in the moment
- creating a **tailored catalogue** of care measures
- a **patient file** when giving over responsibilities
- **mapping local needs** for potential volunteer work
- creating anonymous **data for evaluation**
- pre-informing **emergency services**
- and possibly **more...**



NEXT STEPS

- Deepen service blueprint
- Explore potential pitfalls
- Prototyping / testing
- Develop look & feel



ANY QUESTIONS?

