Environmental Factors regarding the Use of Assisted Living Technologies for People with Dementia and German Nursing Homes

Structure of Work Package 3

How Opportunities and Threats have been derived within Demantec:

PESTLE Analysis

Political Factors
- Enhanced company could get (financial) support by state.
- New chances: For nursing homes and the acquisition of technological solutions for their facilities.
- Further enhanced innovations and new opportunities for companies, nursing homes, and society.
- The demographic change might not be sufficiently counteracted and the politics might not be interesting enough with regard to their decision making processes.
- There could be lack of public funds with regard to technologies.

Economic Factors
- There seems to be high potential for assisted living technologies for people with dementia in nursing homes.
- There might be a need of technologies which can support the personnel work in nursing homes in a long interview.
- Technical support is becoming more important, due to e.g. a higher distance between family members.
- The focus on needs of ascendant target group, e.g. people with dementia, can help people in need to better deal with their disease.
- Needs-oriented solutions can open new market opportunities for companies.
- The quality of life of people in need might get enhanced by the use of technologies.
- Costs that occur when caring for people with dementia could be reduced by using assisted living technologies.
- A person suffering from severe dementia might be able to use technologies安徽.
- Elderly people of the current generation: in general, they might experience difficulties when using technologies, especially when design does not fit.
- Surveillance is costrelevant issue in Germany; observations might not be agreed on.

Social Factors
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Technological Factors
- There might be a potential for enhanced living technologies and new use.
- The potential for technical innovations might mean an opportunity for nursing homes using assisted living technologies in their facility.
- Technologies that require use of internet might not be suitable for nursing homes.
- Care personnel and people with dementia might not be competent enough with regard to using technologies.

Legal Factors
- More people with dementia in nursing homes could lead to appropriate of using technologies in nursing homes regarding this target group.
- Certain assisted living technologies might be financed by the Nursing Care Insurance.
- Processing data could mean problems on the market.
- People with a high degree of dementia living in nursing homes might not be able to use technologies anymore (Due to social factors).
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Environmental Factors regarding the Use of Assisted Living Technologies for People with Dementia and Danish Nursing Homes

### Structure of Work Package 3

- 3.1 Analysis of possibilities, limitations, risks and chances of innovative solutions for people with dementia and living homes
- 3.2 Needs and requirements analysis
- 3.3 Analysis and evaluation in reference to mobile devices and people in need of care
- 3.4 Market analysis and potentials

### How Opportunities and Threats have been derived within Demantec:

#### PESTLE Analysis

**Political Factors**
- Change in state management towards market orientation
- Focus on proactive initiatives to mitigate the economic and financial effects of the demographic development (e.g., regarding elderly and assisted living technologies)
- From 2013 to 2019 Satellitparken has allocated over 60 million Euros (DKK 470 million) for national Action Plan for Denmark
- The Ministry of Health: Data (Sundhedstidsskrinet) works on enhancing the current digital infrastructure and standards for data communication

**Economic Factors**
- Shortage of qualified staff in nursing homes
- Municipalities prove, choose and implement assisted living technologies
- In 2018 an efficiency improvement program requires municipalities to free up 134 million Euros (DKK 1.0 billion) per year for the Public sector
- Cost reduction in the Public sector in general
- Lack of capital and other challenging conditions for innovative small (digital) companies in the health sector

**Social Factors**
- The ageing population leads to a higher risk of chronic diseases, especially dementia
- Needs of people should be considered when it comes to these technologies
- High costs for people suffering from dementia
- Focus on outpatient care
- People moving to nursing homes are not only highly aged but also physically or mentally impaired
- Sensitivity is a controversial issue

**Technological Factors**
- New generations of elderly people are generally not afraid of technology
- New technologies should involve and preserve for the elderly in connection with new technology development as well as for support for caretakers in their daily routines and practical tasks
- Care personnel has to be competent regarding the use of new technologies in nursing homes
- If the implementation of new technologies is not through then probably people may oppose the technology
- There is a perception of a "threat" need to be mentally and willing to adopt new technology in Denmark
- Any new technology is expected to use open standards, enabling interaction with existing systems

**Legal Factors**
- According to the Danish Consolidation Act on Social Services (Selskabslov), the municipalities must provide special measures to residents suffering from dementia
- Municipalities work with a series of regulations regarding data processing

### SWOT Analysis

**Opportunities**
- The positive attitude towards assisted living technologies creates a positive environment for private companies engaged in finding new solutions
- Creation of a national uniform approach to digital solutions in the Danish Public sector
- Opportunities for the private providers of elderly and digital solutions occur, as there are facing less requirements in terms of standards in the context of an improved digital infrastructure
- Any change in the favourable political climate or political opinion towards assisted living technologies could pose threat to the further development and dissemination of these solutions

**Threats**
- Focus on assisted living technologies provides a high level of service at a reduced level of costs
- Opportunities in public-private partnerships occur through the engagement of municipalities in developing and testing assisted living technologies
- Funding available for projects aiming at creating new technologies can lead to new innovations
- The market competitive and the public decision-making process is long
- The development phase is cost-intensive for small innovative companies and start-ups
- Lack of capital for companies could lead to fewer innovative solutions

**Opportunities & Threats**

### References


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Note: Further information and useful references can be found in the Demantec Mission Report - 2011.