
Triple Win through Health Prevention

Insights into a publicly founded German research project

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lifescience.biz is publicly founded by the German Federal Ministry of Education and Research (BMBF). Support Code: 01FC08063 BMBF

Agenda

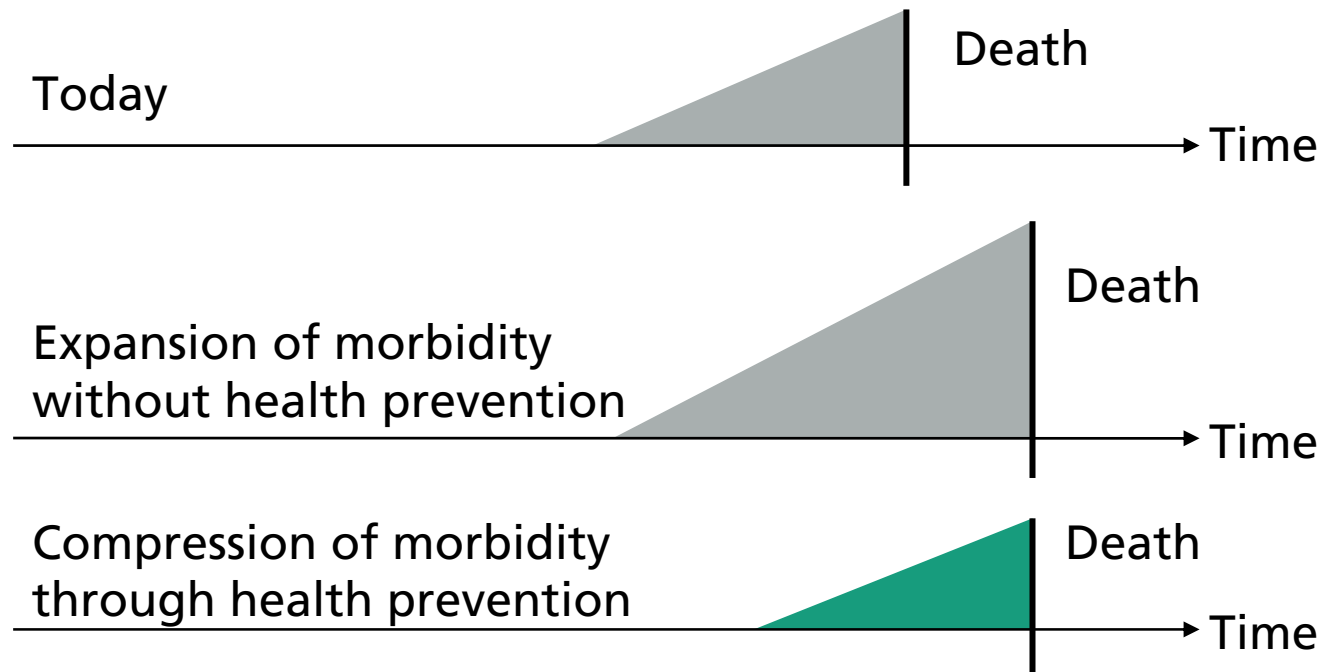
- the project »lifescience.biz«:
starting point and introduction & the project partners at a glance
- the project scope in a nutshell:
the business model generation
- a currently active pilot:
a business model for a workplace health promotion
- the business concept's triple win:
half time score

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Demographic shift

challenge or opportunity?



The health economical challenge of prevention is to compress ill health into the later years of life and to increase the ratio of healthy years to life expectancy.

Source: cf. Doblhammer, Kytir 2001

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project objectives



- Development of marketable business concepts for health prevention
- Focus on conserving and increasing the independence of seniors through health prevention in the group of »best agers« (people aged 45 - 65)
- Linking technology and service development
- Testing and evaluating the developed solutions in pilot projects with industry partners

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project partners

Industry partners:

- 4sigma GmbH
- PSI Production GmbH
- Pulson.med
- Schwenninger BKK

Transfer partners:

- bwcon e.V.
- DIN e.V.
- DGBMT im VDE e.V.

Research partners:

- Fraunhofer Institute for Industrial Engineering IAO
- Fraunhofer Institute for Biomedical Engineering IBMT
- The Institute for Work and Technology of University of applied sciences Gelsenkirchen
- Institute for Industrial Science and Technology Management IAT of the University of Stuttgart

www.lifesciencebiz.de

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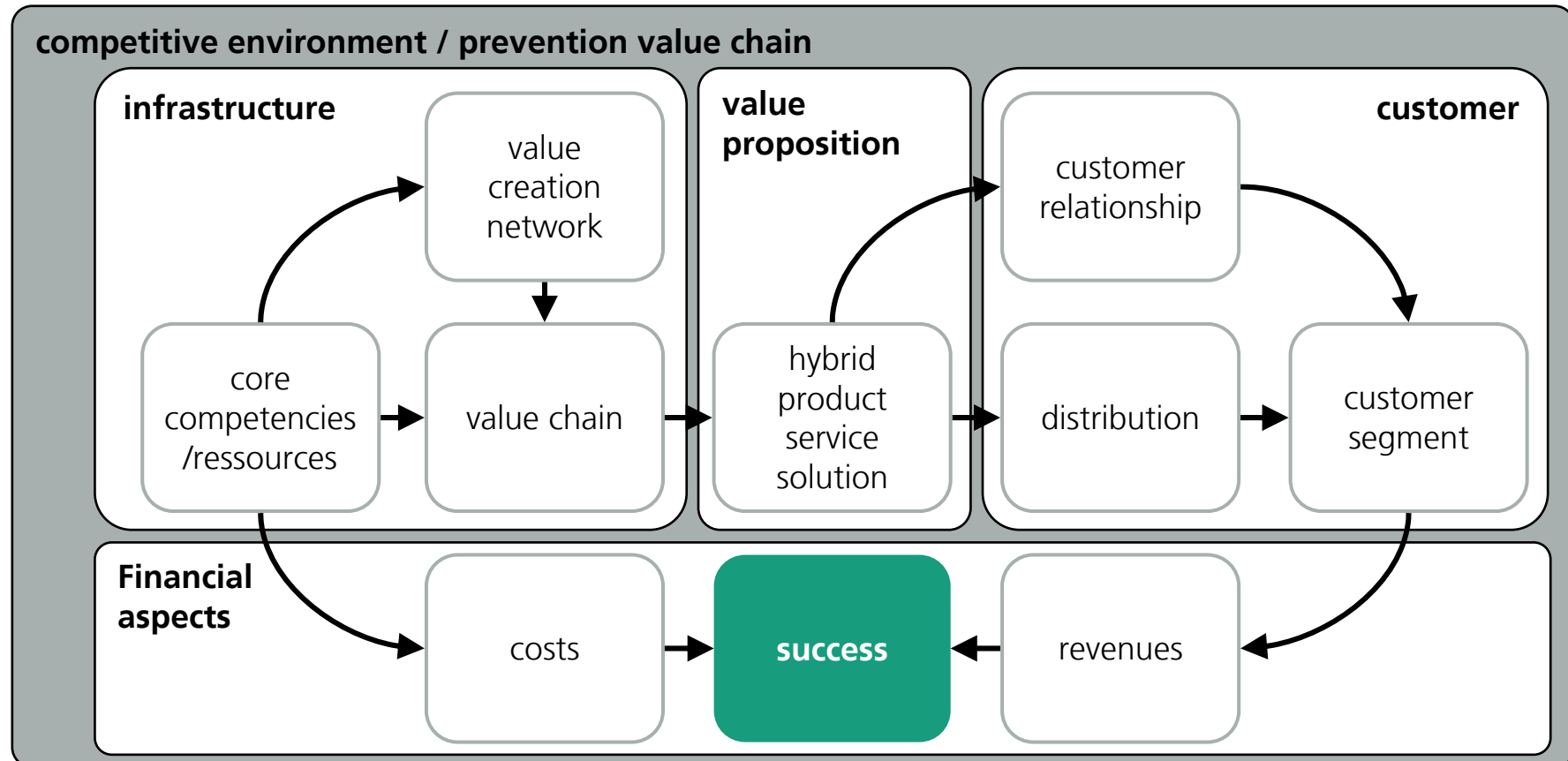
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procedure and interim results

Idea Management	Requirement Analysis	Business Concept	Concept Implementation	Market Introduction
<ul style="list-style-type: none"> Morphological analysis <p><i>Fraunhofer IAO IAT Stuttgart</i></p>	<ul style="list-style-type: none"> Market study about personal health systems <p><i>Fraunhofer IBMT</i></p> <ul style="list-style-type: none"> Survey into customer segment of best agers (45-65 years) <p><i>IAT Gelsenkirchen</i></p>	<ul style="list-style-type: none"> Programm of workplace health promotion <p><i>Schwenninger BKK 4sigma</i></p> <ul style="list-style-type: none"> Control center for the management of health related data in mines <p><i>PSI</i></p> <ul style="list-style-type: none"> Changing lifestyle »Out-of-the-box« <p><i>pulson.med</i></p>	<ul style="list-style-type: none"> Implementation of the business concepts with industry partners <p><i>all project partners</i></p>	<ul style="list-style-type: none"> Evaluation and market introduction <p><i>all project partners</i></p>

business models


the basic concept and its components



Source: cf. Osterwalder, Pigneur, 2009.

mapping of business models

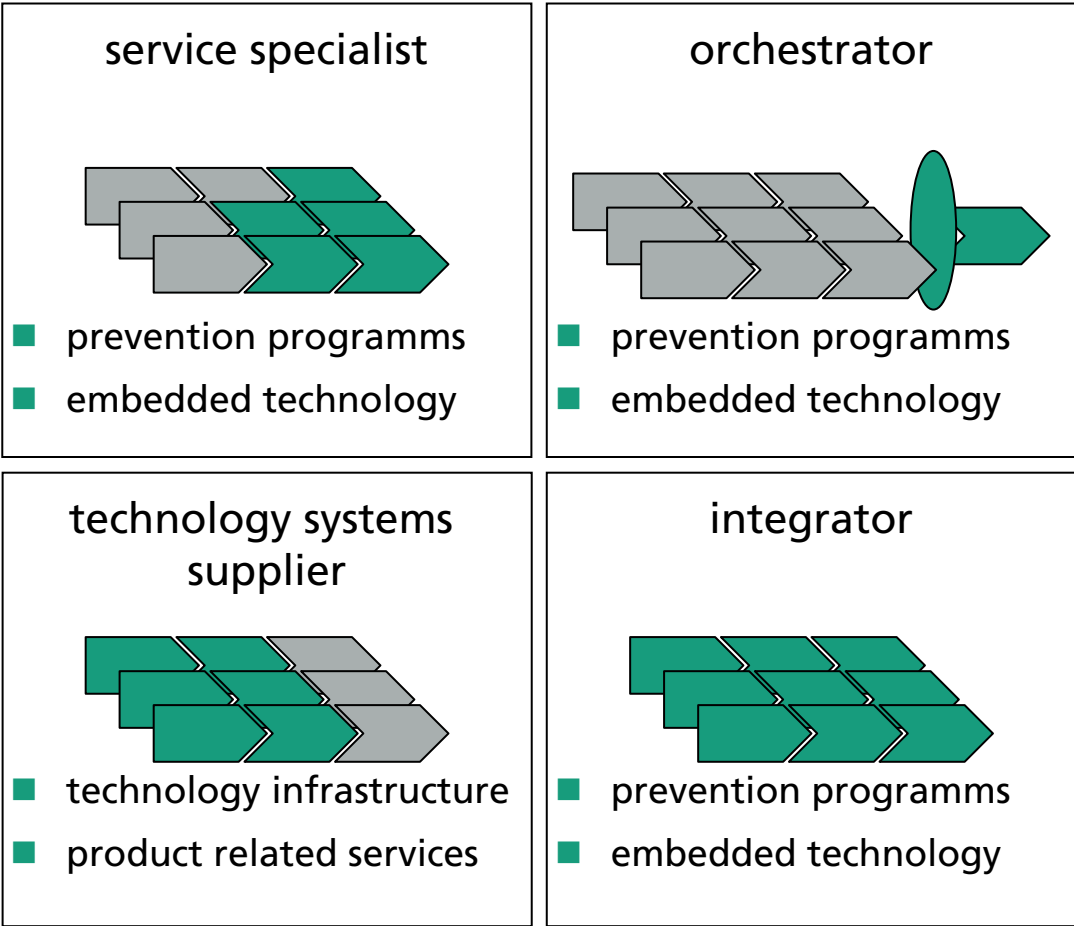
publicly vs. private funded health care

	health promotion	prevention	healing/therapy	rehabilitation	nursing
regulated health market					
unregulated health market					

- Most of the business models observed in the German market are located in the unregulated health market.
- They aim at strengthening individuals' potentials (body functions and and at the prevention of diseases.

Source: cf. Hurrelmann, Klotz, Haisch, 2006.

typology of business models



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Schwenninger BKK

a traditional German health insurance

- Health insurance since 1896
- Open to the public since 01.01.1996
(in former times health insurance fund of Kienzle – a German watch manufacturer)
- Nationwide operations with subsidiaries in the middle and the southwest of Germany
- About 300.000 insured persons and 65.000 employers trust their services
- About 600 employees
- Budget size in 2009: 636 Mio. €



The workplace health promotion concept

the basic concept of »Fit today – Fit tomorrow«

- Positive change of lifestyle and therefore sustainable reduction of weight
- Reduction of weight as key to avoid a high number of grave diseases
- Behavioral change towards more activity in daily life
- Change of eating habits

Activity:

Increasing of activity in daily life

e.g.: commute to work by bicycle or go shopping on foot



Diet:

Hints and guidance for a healthy eating behavior

e.g.: bite-sized chunks of fresh fruits or vegetables as a tasty alternative to candy



»Fit today – Fit tomorrow«

modes of participation



Telephone assisted group

- 12 months individual assistance by telephone including nutrition instructions
- Equipped with AiperMotion for 12 months
- Provision of written training material
- Medical check-up at the beginning, during and at the end of the program

ABC - Active Body Control

ABC-program-group

- Nutrition instructions in groups
- Equipped with AiperMotion for 12 months
- Weekly written feedback
- Medical check-up at the beginning, during and at the end of the program



Control group

- Nutrition and activity protocol at the beginning and at the end of the program by AiperMotion
- Provision of written training material
- Medical check-up at the beginning, during and at the end of the program



Exclusion group

- Health counseling and discussion of results of preparticipation medical check-up
- Advice to seek further medical attention if conditions require

»Fit today – Fit tomorrow«

measuring of activity with Aipermon

AiperMotion 4xx



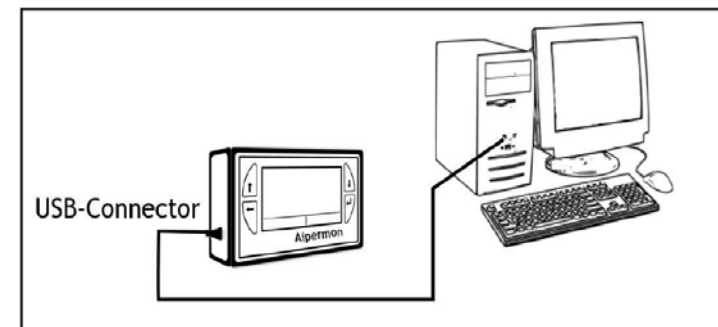
The basic concept

- Nutritional intake
- Calculation of basal metabolism
- Measuring of activity
- Monitoring the energy balance



Data transmission

- Via USB-Connector
- AiperMotion software



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The business concept's triple win

benefits for all involved parties

Benefits for participants

- increased health and well-being
- higher motivation
- increased risk awareness
- positive peer dynamics

Benefits for employers

- healthier work environments
- increased employees' motivation and satisfaction
- lower fluctuation
- fewer sick days and absenteeism
- higher productivity and quality
- better image

Benefits for health insurance companies

- possible future cost reduction
- positioning as innovative service provider
- new customer acquisition
- increased customer loyalty

excellence in research and consulting

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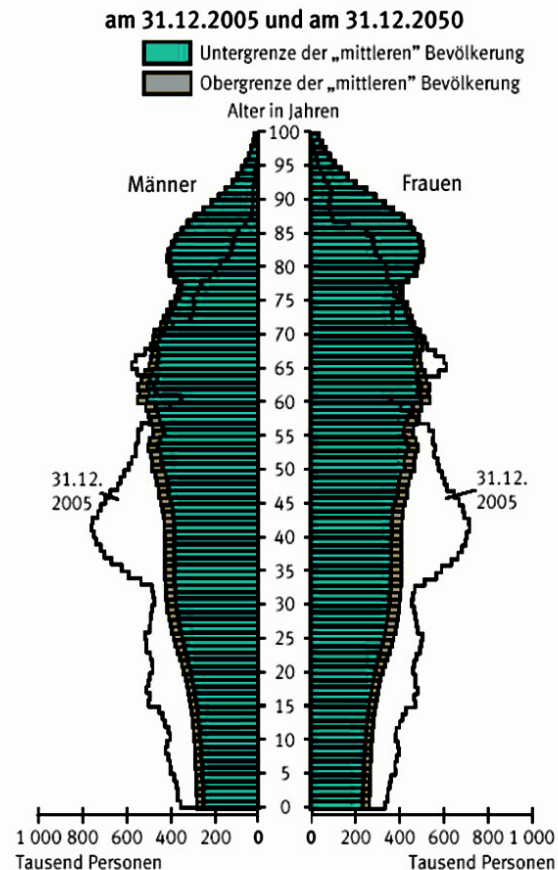
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Backup



»Greying society«

not only a German challenge



Source: German Federal Statistic Office, 11. coordinated population projection

■ Possible causes

- Increased expectation of life
- Low birth-rates
- Low immigration rates

■ Outcome

- Germans population gets older.
- In 2050 the average age of German's population is expected to be about 50 years.