



Telefónica – Mobile Telecare



Company Overview

Telefónica is one of the largest telecommunications companies in the world in terms of market capitalisation. The company has a significant presence in 25 countries and a customer base that amounts close to 282 million accesses around the world. Telefonica aims to be the driving force on e-health and already owns a solid Global Portfolio with Customer references along +15 products within ICT, Telehealth and Telecare.

Solution Overview

Telefonica has developed a Mobile Telecare service, which enables locating and emergency alerts for dependent people. The service covers the following three areas:

- 1. Location** – GSM and GPS technologies are used to locate the device owner. Communications from the device are made on the mobile network (GSM, GPRS, UMTS) using Telefónica's M2M standard platform
- 2. Tracking and geo-fencing** – safety zones. If the patient travels outside the safety zone an alert is triggered
- 3. Emergency** – alerts are generated to the alarm receiving centre in either a 'man-down' or 'panic button' situation. Possible responses could be to call relatives or the emergency services.

There is currently one design for the device – similar to a mobile phone – and there are plans to extend this to other form factors such as badges and bracelets. The device is optimised in terms of battery function.

The call centre function is either undertaken by Telefonica, the customer, or a third party according to the particular business requirement.

Benefits

The fundamental objective of Mobile Telecare is to lower health and social risks faced by senior or handicapped citizens, as well as teenagers and children, making it possible for them to live in their own social environment. This service also helps family members care for their loved ones, on those occasions when they are unable to spend time with them due to other obligations.

- Those being cared for are able to raise an alert if they experience any distress
- Relatives of patients can be automatically informed if a dependent family member moves outside of a safety zone.

Current Status

In Spain, the Teleasistencia Móvil service was made available, on July 1st 2010. The solution is initially a B2B offering with its

primary target market being insurance companies, telecare providers and lone worker associations (e.g. taxi drivers). A B2C service is planned for 2011 and there are plans to develop an online web portal so that relatives can track the location of their family member.

In the Czech Republic the service is being launched on 1st November 2010, targeting the elderly and being subsidised by the Prague 10 Local Authority. In addition to the location and emergency functions, service users are also contacted by emergency care service operators by phone at regular intervals to check the functionality and quality of the service, advise clients, examine other needs they may have, mediate contact with their family members, take messages for day care centres etc. In this instance Telefonica is providing the end to end service, including the call centre.

The service in the UK will be called Help at Hand and will cover a broad range of mobile devices including phones and other specialised form factors. It is due for launch in mid 2011.

Key Understandings / Best Practises

- Using a 'special' device sometimes makes the patient feel uncomfortable as they don't want others to know they are in care; people want to focus on what they can do, not on what they can't do
- Healthy aging is strongly linked to social participation and additional services such as messaging and easy communication are highly beneficial
- Another target segment, "young seniors", covers people who are in the 50-65 age range, who are not elderly but still value reassurance about their safety
- The solution is positioned as a locator rather than a medical device, so healthcare regulation does not apply. All current regulations for telecoms (e.g. data privacy) are met by the solution.