The influences of internal business processes on e-health adoption by elderly

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- General context
- E-health research
- Business model (BM) research
- Combing e-health and BM research: international research project
- Preliminary conclusions / discussion
General context

Elderly / chronically ill
Stay at home as long as they can

Government / society
Demographic transition: ageing population
EC digital agenda: “missed opportunities to use ICT in dealing with challenges society faces”
(EC, 2010)
General context

Health care professionals
Not sufficient for future needs
Research on using e-health solutions

Companies
Opportunities for business
CEO of a company: “20 years of innovations waiting to be taken to the market” (Udo et al., 2012)
General context

E-health solutions......

...it is all about their needs

...but the best technologies are available if they can make money selling it
E-health research

Two perspectives:
- Health care implications
- ICT implications

Most research technology centered

Advocates of health economics for product evaluation: focus on financing
Business Model Research

What value does a business deliver to the customers, how and to whom exactly?

Looking from inside the company to the company’s processes and to the environment.
Business Model research

Most BM research (also in e-health) static approach (e.g. Canvas):
- describing the model
- prototyping / developing

Combining with innovation sciences literature: dynamic approach
- adaptation to circumstances
- describing development process
Combining BM & e-health research

What shaped and reshapes companies’ business models and why?

BM crucial for getting technology to users

Complicated market

Challenges like adoption / uptake
International research project

Verklizan Group: European provider of social alarming technology

Universities in UK, Netherlands, Germany and Spain

Researchers from different disciplines
International research project

Technology uptake from different angles:
- User needs (practical)
- User needs (psychological)
- Education
- Business models
- Business environment
How to get off the roundabout?

Cross-country cross-disciplinary approach

Start analysis with current situation: “how did it come about”, instead of “what should it look like” and compare countries

Important position for companies in research: their internal processes (BMs)

Business model dynamics