

I'm Liz

A collaborative approach to healthy nutrition

dr. Martijn Vastenburg
ConnectedCare Services b.v.



ConnectedCare Services b.v.

- ▶ eHealth design agency based in Nijmegen
- ▶ Experienced partner in EU and NL eHealth innovation
- ▶ Expertise:
concept & product design, validation and (pre-commercial) business development



Research focus: BEHAVIOR CHANGE

- ▶ Behavior change is key to healthy ageing
- ▶ We consider technology as a tool (blended care) rather than a standalone solution
- ▶ Stages of change: precontemplation, contemplation, preparation, action, maintenance

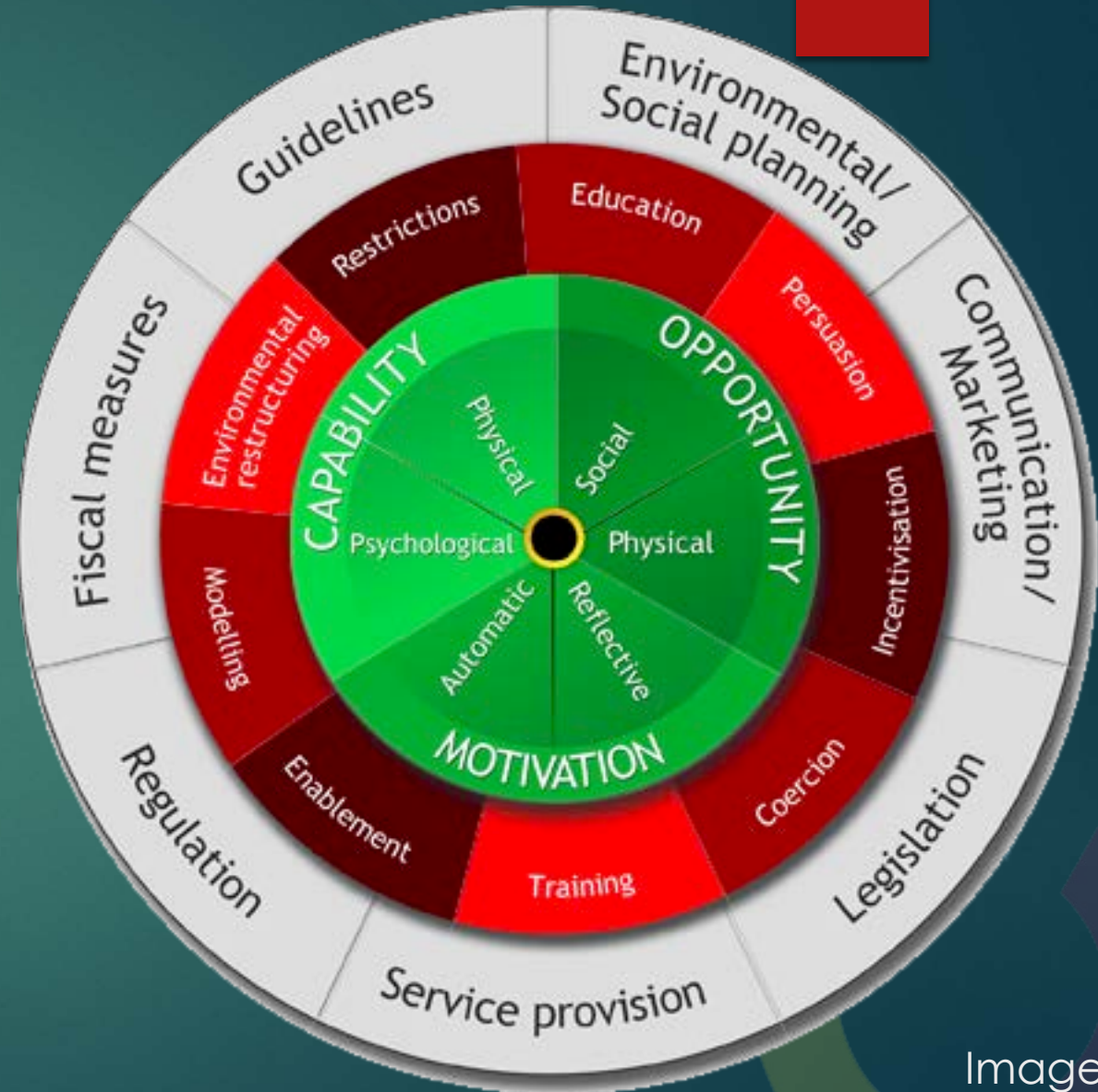


Image:
Behavior Change Wheel

frail senior:
- decreased appetite
- insufficient food intake





dietitian:
- limited time
- limited tools

app:
- requires initiative,
abilities etc.

frail senior:
- limited abilities



Self-reports

Liz collects data through self-reports. The professional defines questions and timing.

Goals and reminders

The patient and the dietitian together set goals. Liz gives reminders and rewards. Collaboration!

Advice

The dietitian can share goals, progress and information. Liz guides and reminds the patient.







**Shall I visit Anne today
and eat together?**

A close-up photograph of a person's hand holding a black pen, poised to write on a document. The document features several charts, including a pie chart and a bar chart. To the left of the document is a silver laptop. The background is blurred, showing other people in a meeting or office setting. A white text box with a thin black border is overlaid on the upper right portion of the image.

The dietitian receives visual progress updates through email.

That's nice!
I did improve my
dietary habits.



EARLY FINDINGS

- ▶ Patient perspective:
 - ▶ Segmentation
 - ▶ Patients bond with digital coach
 - ▶ Not too eager to change behavior...
- ▶ Caregiver perspective:
 - ▶ Technology as a 'collaborative tool' is valued
 - ▶ Caregivers value the tool as a way to monitor progress and provide personalized feedback
 - ▶ Reimbursement seems to be doable
- ▶ Technology wise: challenges in interaction



COLLABORATION

- ▶ Collaboration is key to success to transform a good idea into a successful product
- ▶ Liz the FoodCoach:
 - ▶ (Applied) universities: HAN, Radboud Universiteit, TU/e, TUD
 - ▶ Companies: including smartrobot.solutions, SmartTray, Salut
 - ▶ Innovative care organizations

The region of Nijmegen/Wageningen has a strong ecosystem for eHealth innovations!

Through OnePlanet we collaborate in joint projects:

- ▶ Stronger network
- ▶ Matchmaking with technological innovations
- ▶ Business development



QUESTIONS?

Call for Action

- ▶ We are looking for new application domains (behavior change, blended care)
- ▶ We are looking for care organizations who want to participate in the validation phase

Website:

www.halloliz.nl

contact :

Martijn Vastenburg

m.h.vastenburg@connectedcare.nl

<https://www.linkedin.com/in/martijnvastenburg>