



Nordic Workshop Invitation

NORDTEK – Welfare Technology Network

Odense, Denmark, 20 October 2015 at 12:00 hrs.

CHALLENGES

NETWORKS

IT INFRASTRUCTURES

THE MEDICAL HOME

WALK AND TALK

In collaboration with The Maersk Mc-Kinney Moller Institute, University of Southern Denmark, the Nordic network, **NORDTEK – Welfare Technology**, invites you to participate in a workshop event on different aspects of Welfare Technology.

The NORDTEK network of welfare and assistive technologies is built on the concepts of the triangle of knowledge that focuses on education, research and innovation - and the interplay between them. The target groups of the network and the present workshop are users, companies and public institutions.

The purpose of the workshop is to exchange experiences with colleagues and potential collaboration partners and discuss future project and network cooperation.

The workshop will discuss the following subjects:

- Barriers and challenges for entrepreneurs and how to address them
- ICT infrastructures for telehealth in the Nordic countries
- The Medical Home: Onsets, results and future challenges

Included in the programme are visits to the Health Innovation Centre of Southern Denmark and the Welfare and Training Technology Lab, where a demonstration will take place.

A networking dinner will conclude the workshop.

Participation is free - but a no-show fee of 500 DKK will be charged in case of cancellation later than **the deadline for registration which is 25 September 2015**.

Location: Seminar Room at The Maersk Mc-Kinney Moller Institute, University of Southern Denmark, Campusvej 55, 5230 Odense M, Denmark.

For further information, please contact workshop coordinator Conny Heidtmann, e-mail: cohe@mmmi.sdu.dk.

Please sign up here



Programme:

Chairman: Kasper Hallenborg

12:00-12:45 *Sandwich*

Welcome to The Maersk Mc-Kinney Moller Institute (MMMI), University of Southern Denmark, and presentation of the NORDTEK – Welfare Technology network

By Kasper Hallenborg, PhD, Director, Head of Department, MMMI, and Chairman of NORDTEK – Welfare Technology

12:45-13:35 *Barriers and Challenges for Entrepreneurs and How to Address Them*

This presentation will discuss the main barriers and challenges experienced by entrepreneurs with technology-based business ideas with a particular focus on the human factor. We will discuss the barriers and challenges related to both internal team relations as well as challenges related to customers, funding partners and the eco-system in general. Furthermore it will be discussed how to overcome the barriers and challenges.

By Jan Bendtsen, Department Manager, IDEA Entrepreneurship Centre, Kolding, Denmark, <http://idea-sdu.dk/en/>

13:35-14:00 *Short break and transportation*

14:00-15:00 *Visit at Health Innovation Centre of Southern Denmark and a Tour of the Centre*

The Centre is the entry to the Region of Southern Denmark when it comes to innovation, assisted living, telemedicine, and the work relating to public-private cooperation.

By Stine Justi, Head of the Hospital Innovation Unit, <http://www.syddansksundhedsinnovation.dk/service-menu/english.aspx>

15:00-15:50 *Transportation - networking. Coffee/the and cake*

15:50-16:40 *ICT Infrastructures for Telehealth in the Nordic Countries*

This talk will present the outcome of a research with the purpose of identifying telehealth ICT infrastructure initiatives that are based on international recognized standards in the Nordic countries. Besides presenting the national initiatives, the talk will present and discuss some of the barriers related to the usage of international standards.

By Daniel Bjerring Jørgensen, PhD Student, MMMI

16:40-16:50 *Break*

16:50-17:40 *The Medical Home: Onsets, Results and Challenges for the Future*

The presentation discusses onsets, results and future perspectives of the Medical home project, running at IPD, NTNU from 2013-2015. The main objective of the project is to generate knowledge about and a better understanding of: the challenges and opportunities associated with domestic medication practices and assistive products, services and surroundings for elderly users at different levels. We will focus on the role of service design, user involvement methodologies and on research on municipalities' procurement of health services.

By Dr. Martina Maria Keitsch, PhD Program Leader, Associate Professor, Department of Product Design (IPD) and Dr. Ida Nilstad Pettersen, Postdoc, Department of Product Design, Faculty of Engineering Science and Technology, Norwegian University of Science and Technology, Trondheim, Norway

17:40-18:20 *Walk and talk – Welfare and Training Technology Lab*

Demonstration of robot and sensor technology for rehabilitation.

By Associate Professor Anders Stengaard Sørensen, MMMI

18:30 *Networking dinner including discussion and decision for the future of the NORDTEK Welfare Technology project and network*

By Chairman Kasper Hallenborg and Secretary General Peter Göranson, NORDTEK