

*Global Health and Care Landscape:
The importance of human-centred
design in technology-enabled care*

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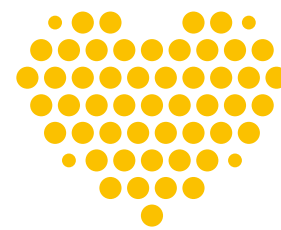
“ *We work to redefine how we age and improve the quality of life along its different stages by enabling the leading innovators in longevity.* ”

Some of our interactions (*and counting*).



Our programmes.

UK//China
accelerator



Internet
of **Caring**
Things



City of Longevity

*Fully funded with **3M£**
from UK Government*

*Fully Funded with **5.5M£**
from UK Northeast Region*

*Seed funded with
150K from UK Research*



清华大学
Tsinghua University

**NORTH
OF TYNE**
COMBINED
AUTHORITY

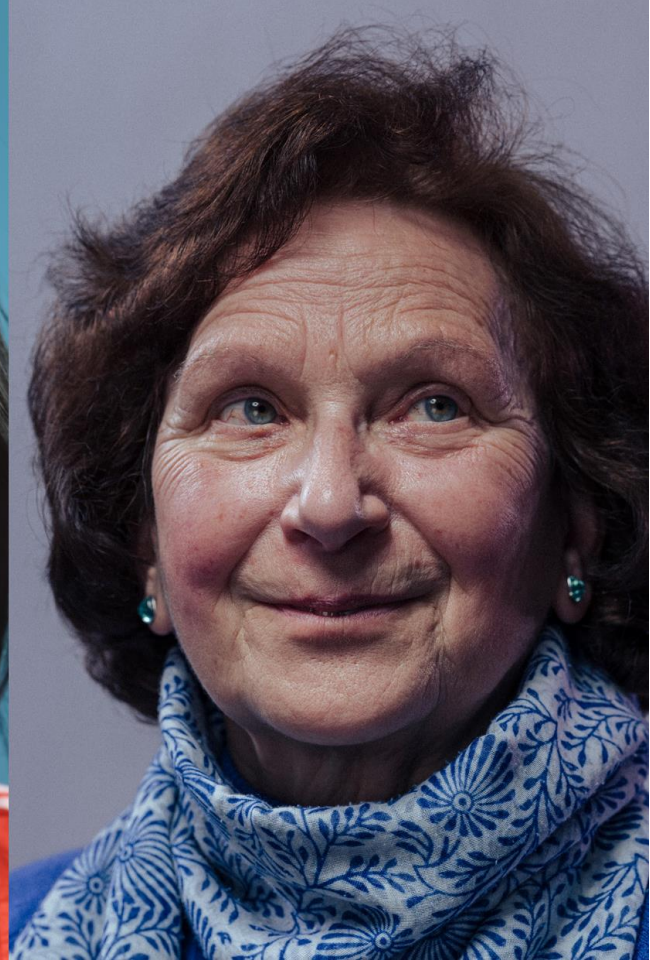


**STANFORD
CENTER ON
LONGEVITY**

*Enabling insights and business
access to one of the biggest
global longevity economies.*

*Enabling what people 'care
about', what matters to them,
with technology*

*Enabling cities to nudge
and deliver healthier
behaviours*



oice[®]

Our mission?

To empower citizens to influence the future

“

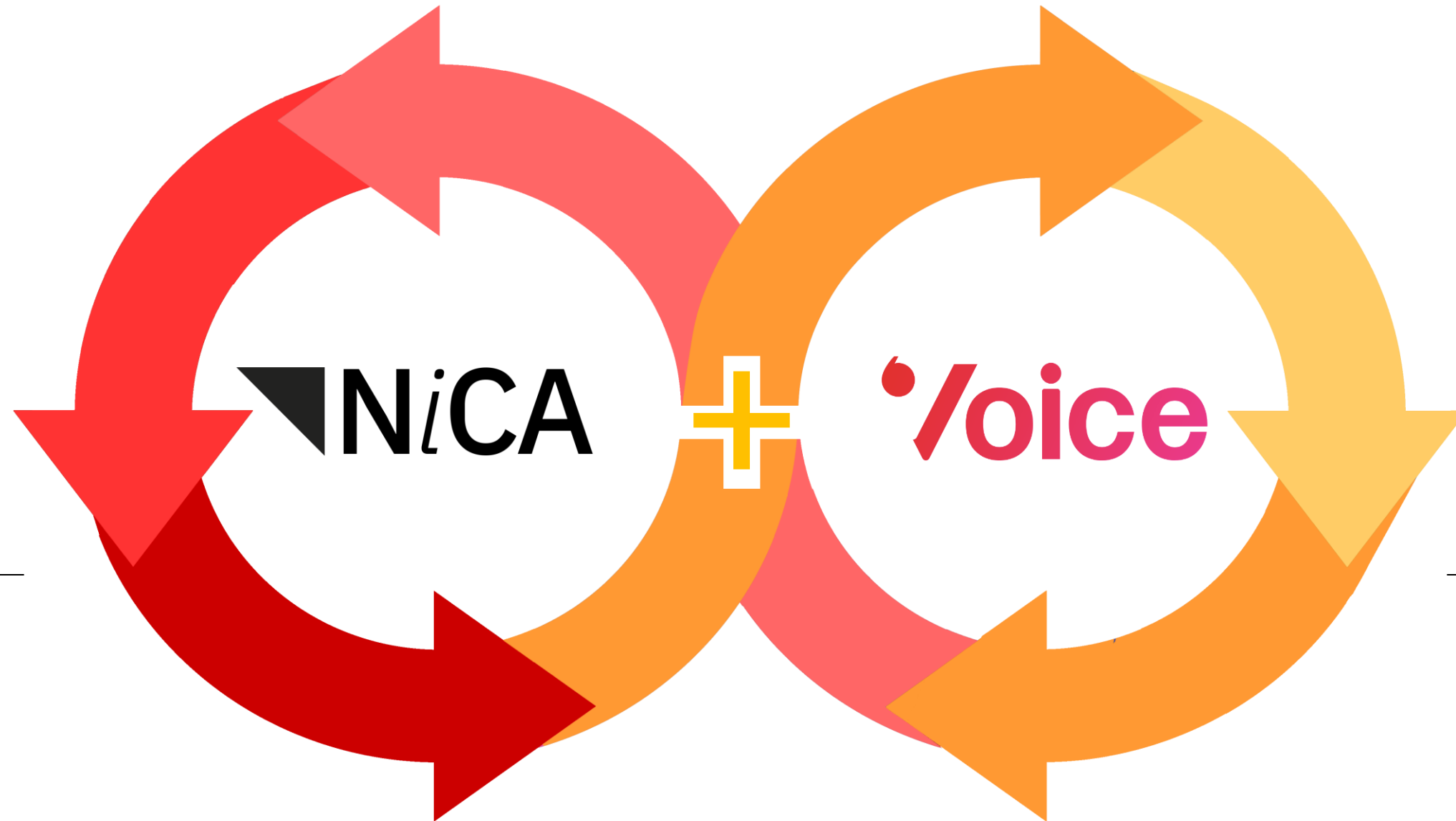
*I have an intimacy with my own condition.
I wanted to get that across to researchers &
innovators that perhaps the best person to
help is someone like me, **who is an expert
by experience*** ”

Clement, Voice Member (UK)



We are uniquely positioned to enable research & innovation

The intelligence,
generated by
human ingenuity

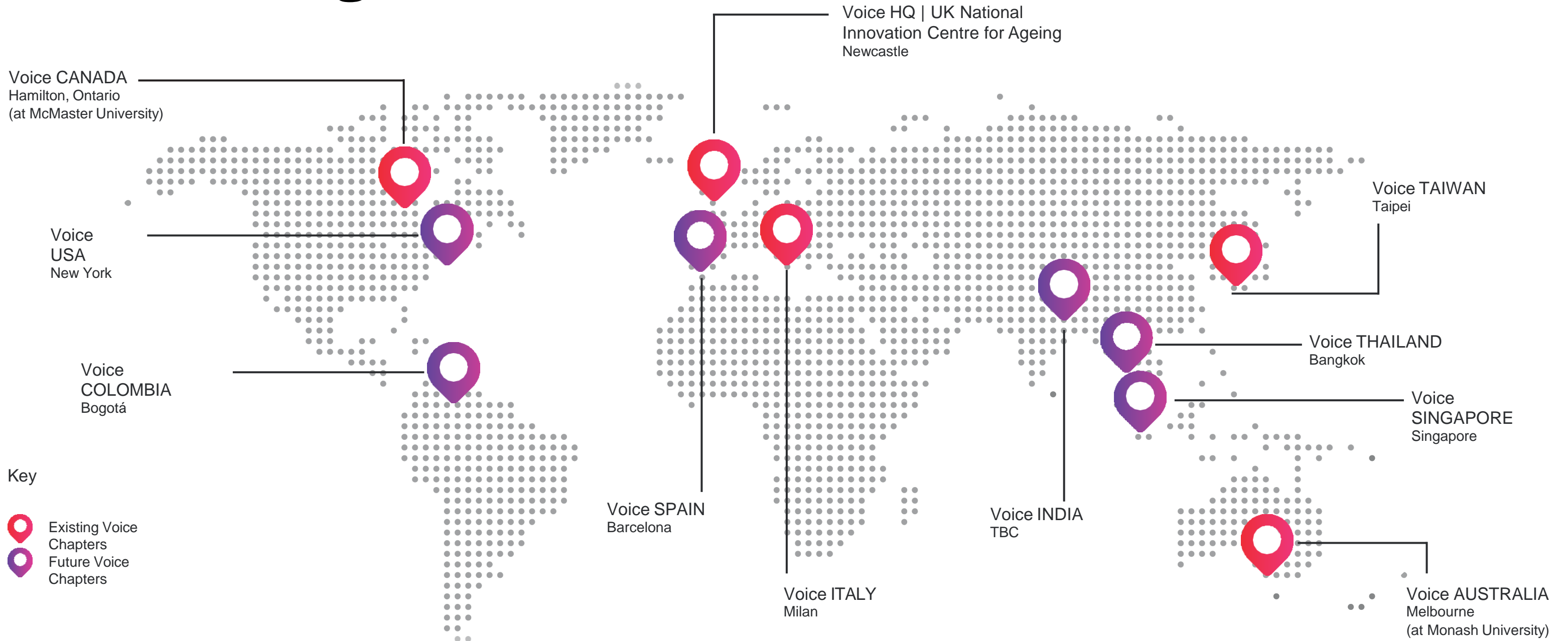


The intelligence
of *people's life
experience*

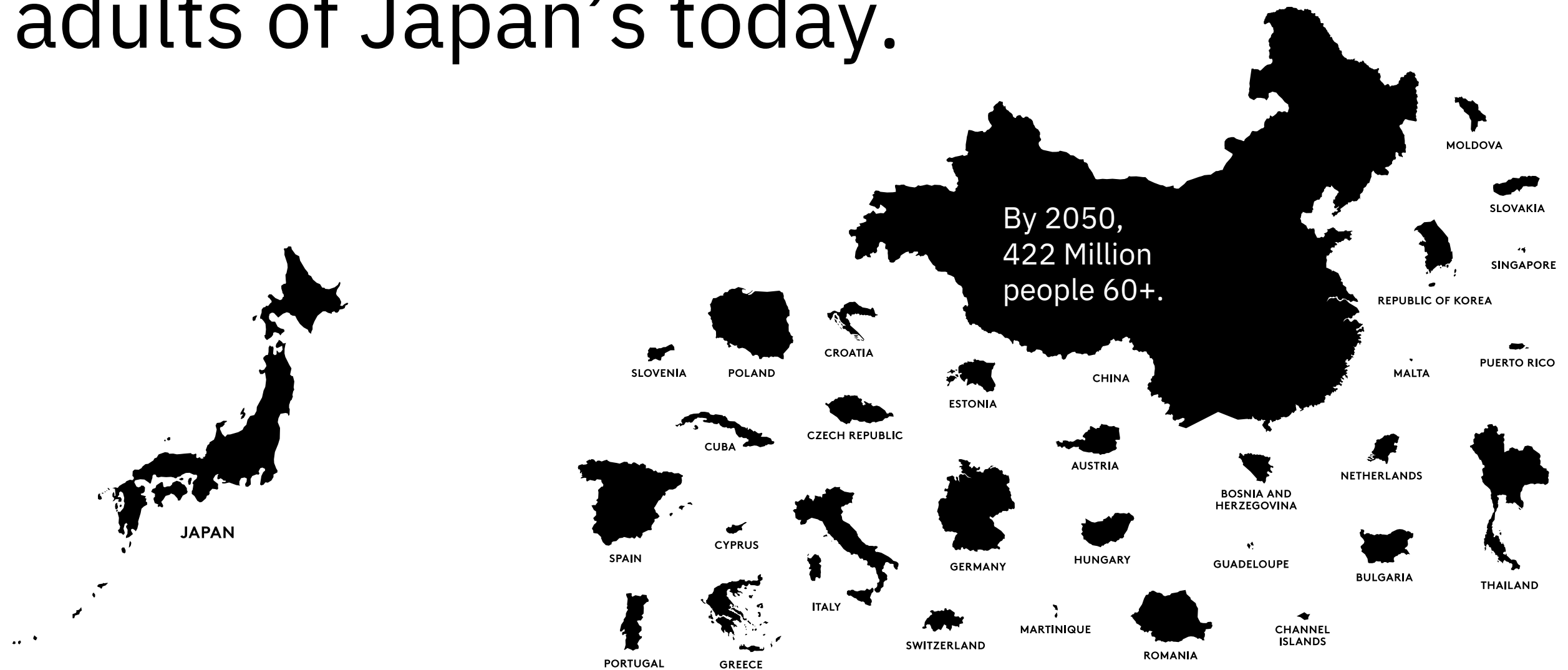


Ageing + Intelligence

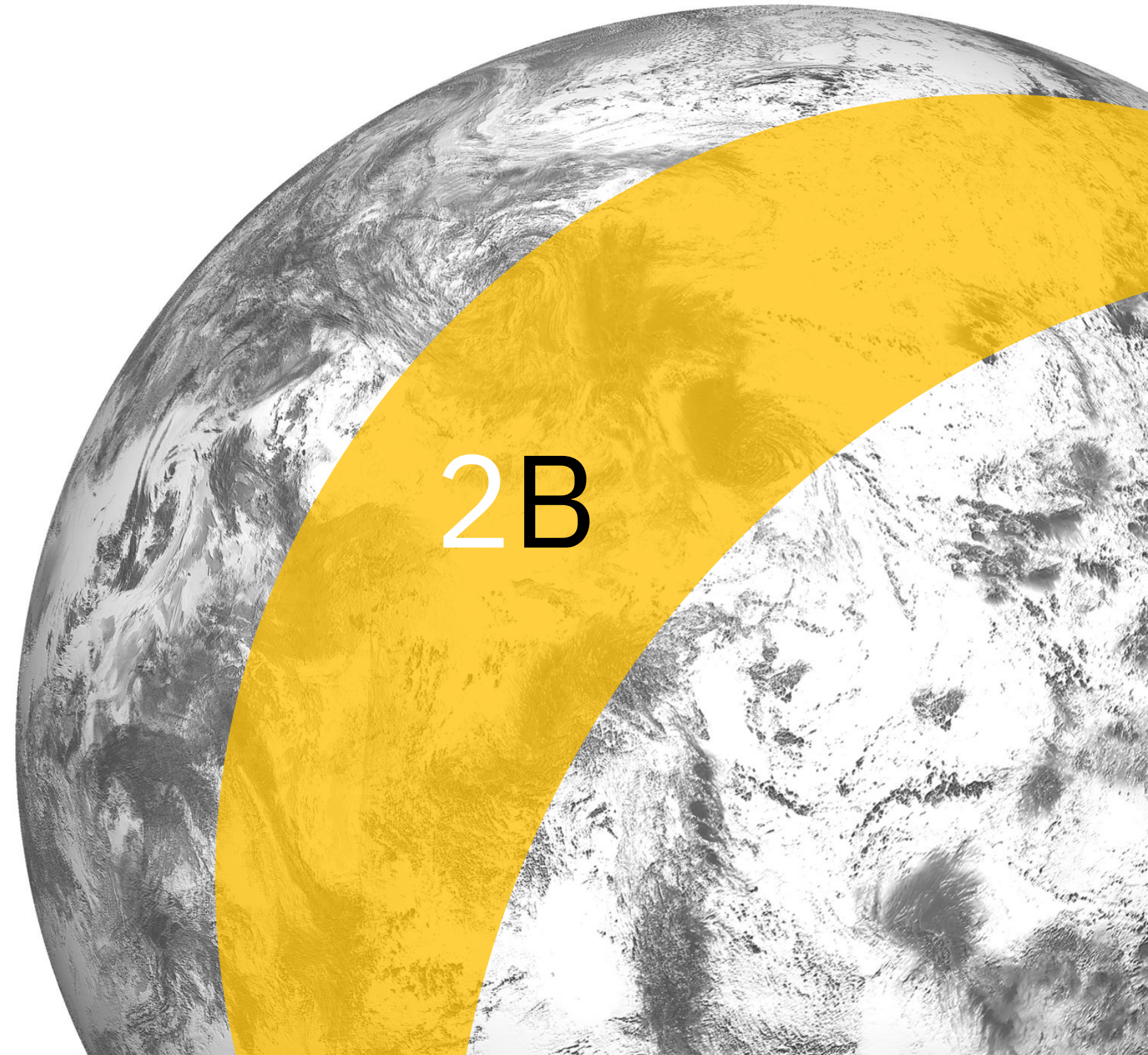
Building a Global Collaboration Network... Together



By 2050, 31 countries, will have the same percentage of older adults of Japan's today.



The Second billion
(over 60)
is expected
by 2050.



*Global implications
for technology
enabled care?*

Humans / Redefining who we are and who we are becoming.



Housing / For the first time in more than 130 years, Americans ages 18-34 are more likely to live with their parents than in any other living situation.



*Generating an international
dialogue on needs-led
technological innovation*...*

**Products of aspiration
not desperation*

Singapore tackling chronic diseases with wearables

The Health Promotion Board is piloting two preventative health programmes with Google and Abbott involving 6,000 Singaporeans.

By [Adam Ang](#) | November 25, 2024 | 07:30 AM



Photo: Ketut Subiyanto/Pexels

Singapore's Health Promotion Board has partnered with several technology companies to pilot programmes that aim to promote self-health management by delivering data-driven, personalised recommendations for preventing and managing chronic diseases.

Singapore



Responding to the Challenges of Super-Aged Society: Collaboration between NYCU and NICA to Research Longevity Field and Foster Smart Medical Achievements

Unit: %

	Aged 0-14	Aged 15-64	Aged 65+
2024	11.7	69.1	19.2
2030	10.0	65.8	24.2
2040	8.1	60.9	31.0
2050	7.8	53.8	38.4
2060	7.4	49.4	43.2
2070	6.9	46.6	46.5

 Taiwan



In the presence of Presidential Advisor Jong-Chin Shen (2nd from right in the back row), Chairman of Acer and Director of the Smart Aging Foundation, Stan Shih (3rd from left in the back row), and Jessica Henry, Director of the Economic Division at the British Office Taipei (1st from right in the front row), a memorandum of understanding was signed jointly by Chi-Hung Lin, President of NYCU (3rd from right in the front row), and Lynne Corner, Vice Director of the NICA and CEO of VOICE (2nd from right in the front row), marking the collaboration.



 Newcastle, UK

 **Voice Italia**
454 followers
4mo · Edited · 

Shall we talk about longevity?
Tomorrow afternoon at 5 pm we are waiting for you at the Wagner Market to continue to discuss and reflect together on the issues of longevity and well-being. Here are some images of the first week of meetings!
[#influenziamoilfuturo](#)

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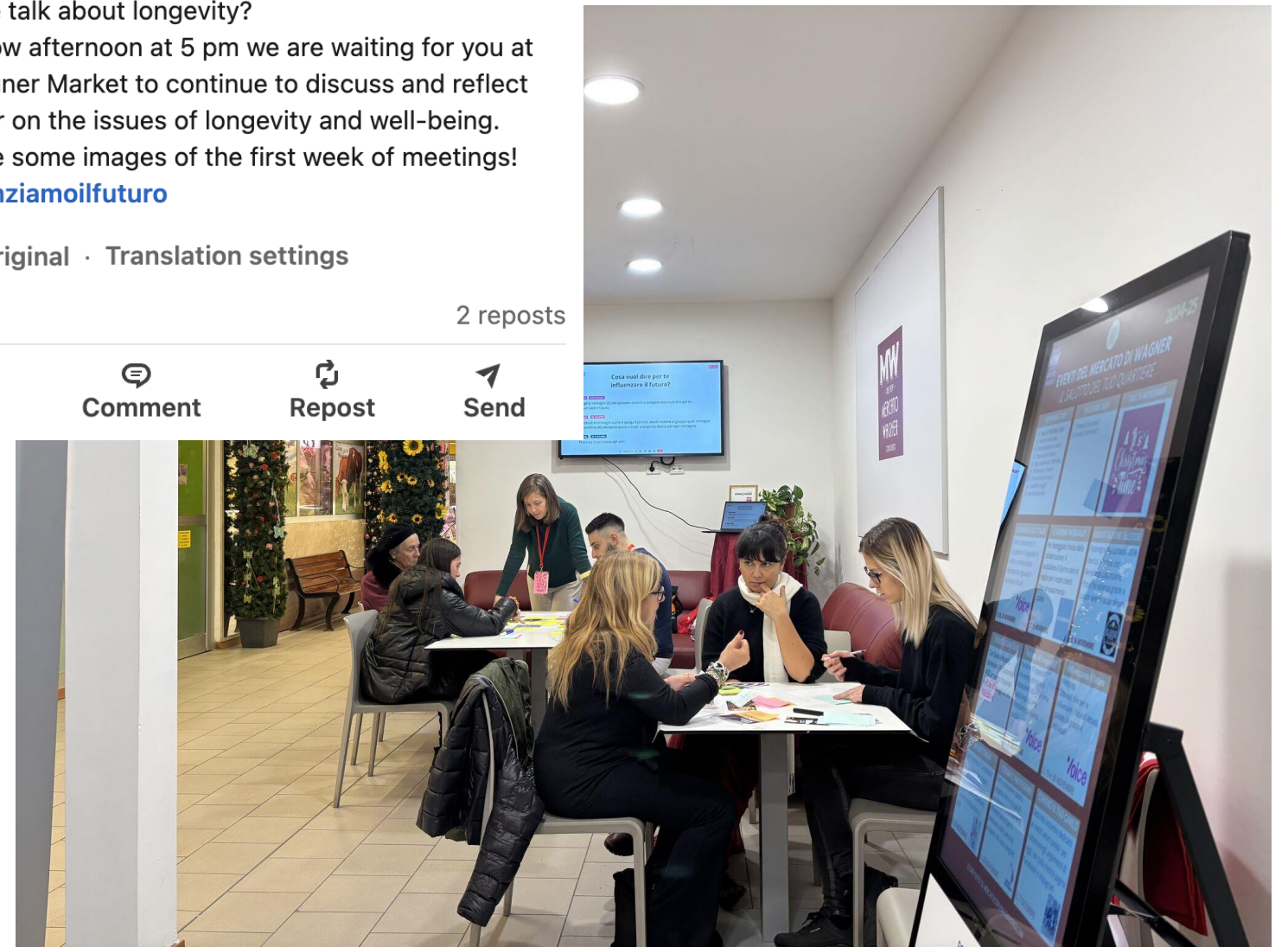
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 Milano, Italy

*Good design does not
always mean
creating something
new...*

Piaggio Fast Forward's Gita®

A responsive companion supporting the mobility of older adults.

“PFF is interested not only in NICA’s research agenda but also in its community partnership model, working with various local and regional entities and organisations, so as to improve our products, refine their capabilities, and, most important of all, to contribute to the building of thriving neighbourhoods and communities.”

Jeffrey Schnapp | Co-Founder and Chief Visionary Officer



Challenge

This citizen-led project examines how users adopt this ‘tech companion’ and evaluate how it can help mitigate loneliness and isolation, boost healthy behaviour by encouraging more walking and foster more independent and sustainable living.

Action

Through a series of workshops, user testing and interviews, the team at NICA worked with our Voice community and residents at The Overlook (a living community for older adults in Massachusetts), to understand how Gita® will be accepted by older adults and their stakeholders. Exploring how Gita® can be part of our future landscape, be accessible to all, and support healthy ageing and independent living.

Outcome

It is hoped that using the Gita® robot will encourage older people to walk more, giving them more confidence to go out into their communities by acting as a responsive companion and making them feel more connected with the outside world.



Consumer Discretionary Sector



Product User Testing



1-2-1 Interviews



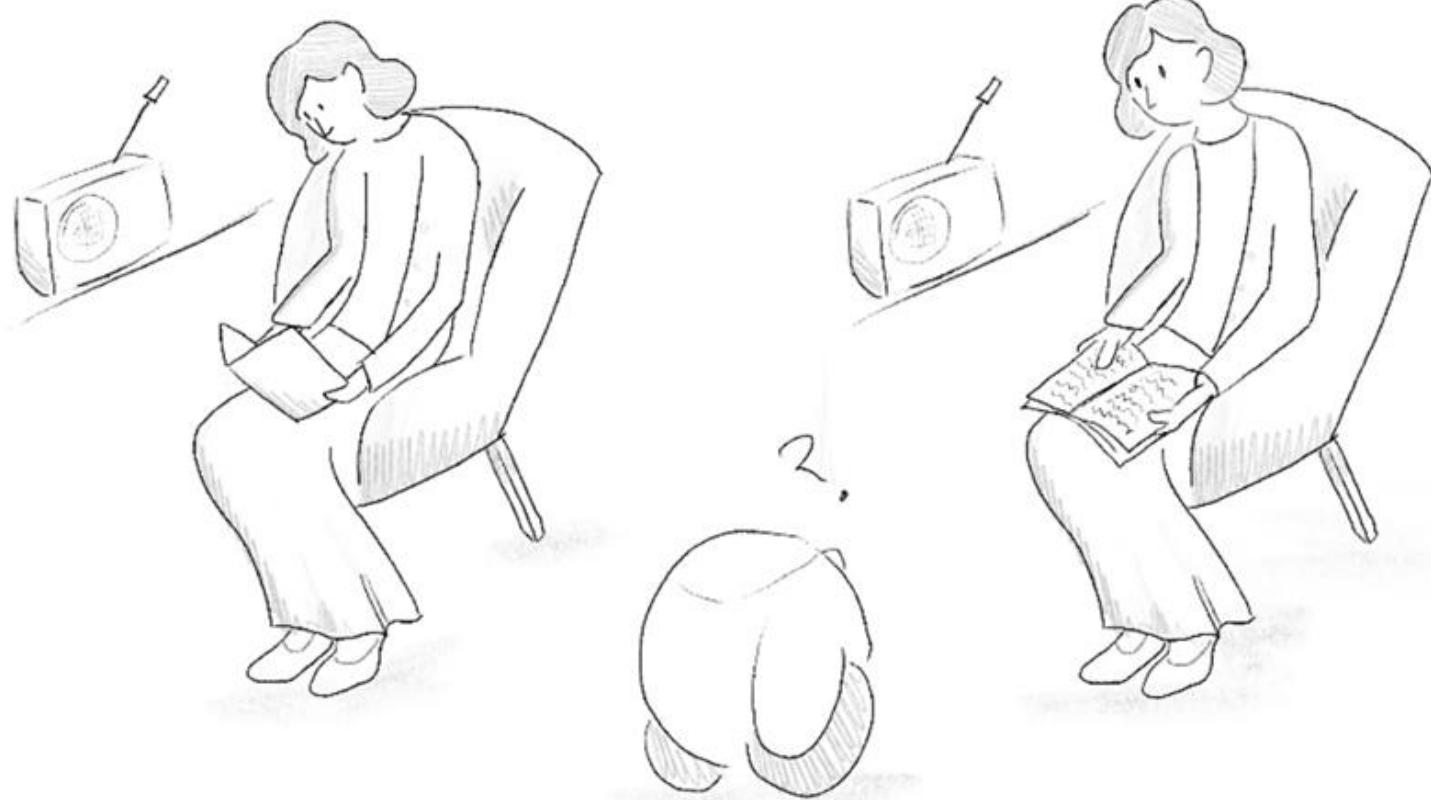
Speculative Workshop

Personal Assistant

Did you remember?



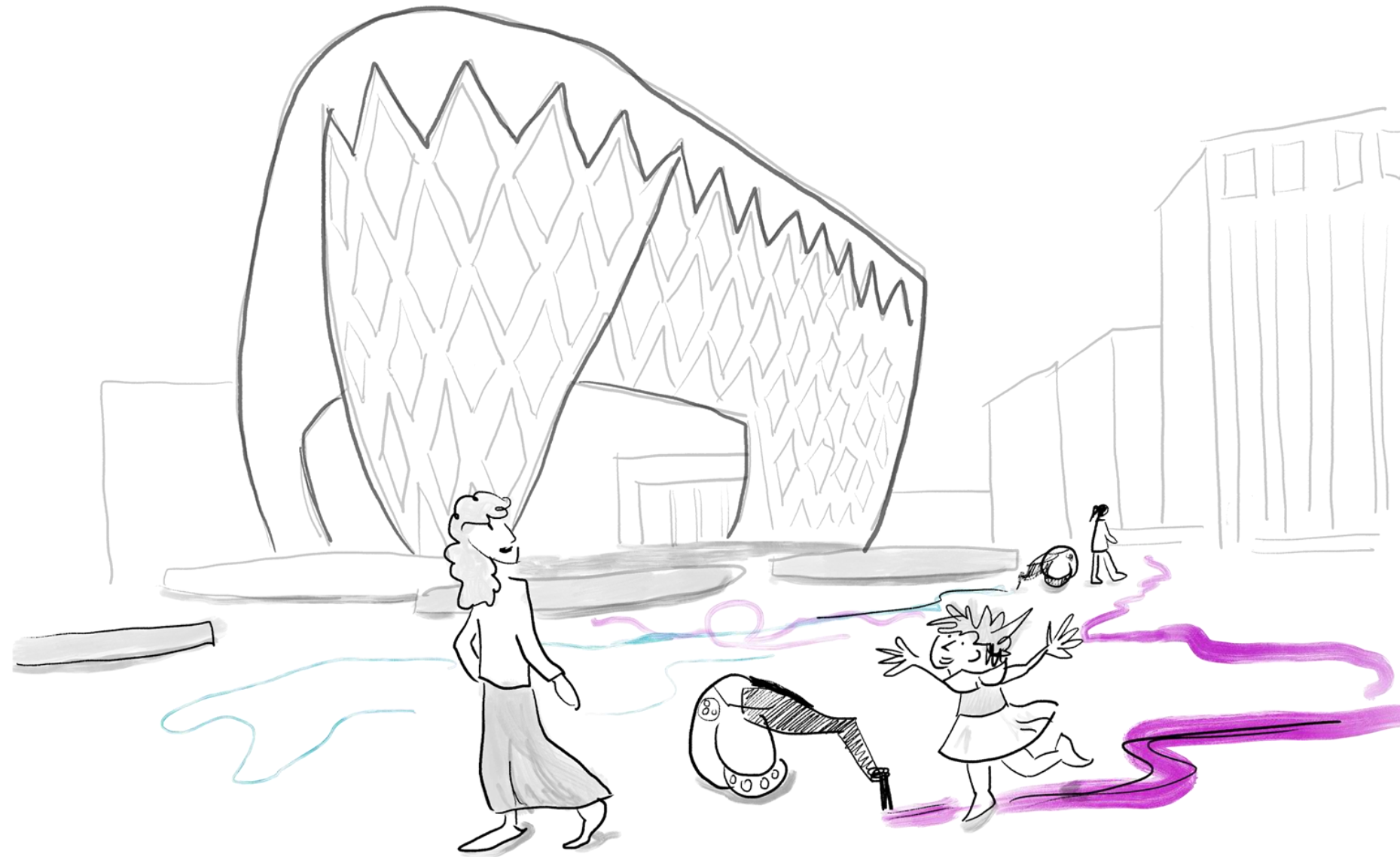
Robot 'Pet'



A 'Talking Stick'



Intergenerational Play



Key takeaways for TEC

- > We have more ***shared experiences & challenges*** than differences
- > ***Personalisation*** is non-negotiable. ***Choice*** is crucial.
- > ***Innovating for now*** vs ***Innovating for the future***
- > ***Collaboration*** is key
- > Human-centred design ***is the future trend***

Thank you.

Alex Mitchell

Head of Voice[®] Operations & Strategic Partnerships

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