

Challenge name	<i>Uber Health</i>
Challenge owner	<i>AAG</i>
	<i>x Company</i> <input type="checkbox"/> <i>Research</i> <input type="checkbox"/> <i>Student team</i>
	<i>Roger Boersma / Ivo de Visser</i>
Brief summary	Home care is currently organized in a very suboptimal way. Because of this, travel times for care workers can be substantial, and those in need of care are not flexible in choosing the right care worker for their specific context. Can you develop a (business) concept that allows for more flexibility in unplanned home care? What would the pros and cons of your concept be, and how should it be implemented?

About the challenge owner

AAG is one of the biggest consultancy companies in the field of healthcare. Most of the clients from AAG are active in the field of elderly care, mental healthcare (GGZ) and care for disabled. There is a big variety of expertise within the company. From knowledge about real estate, facility management and food/drinks to knowledge about strategy, accountancy and technology. The main goal of the company is to improve the quality of the healthcare industry by sharing knowledge between institutes and by creating innovative concepts.

Challenge description

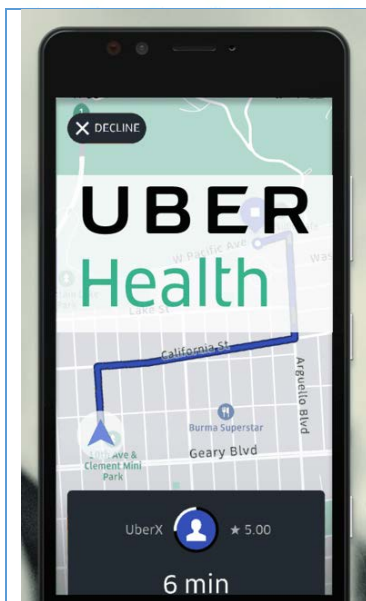
At the moment, unplanned home care is organized in a suboptimal way. [what exactly is the problem that needs to be solved?]. Several business concepts could be developed and explored to organize unplanned home care in a more efficient, flexible way. An example of an application in this domain would be a system similar to the Uber Taxi, where individuals can choose the care worker that is closest to them when they're in need of care. This concept could be further developed or used as inspiration, or students could develop their own concept and move in a different direction.

The overall goal of the project is to investigate possible business concepts in home care flexibility. So which stakeholders are participating in the home care market at the moment and what could an innovative business idea bring them? What are the possible Business Models for an idea and can it easily be implemented in the current market? Is the system only usable by home care professionals

or is it interesting to integrate multiple services in the application (e.g. pharmacy, physiotherapy, cleaning, shopping)? The students will be asked to think outside the box.

Possible components are knowledge about industrial engineering, healthcare, innovation science, business administration and informatics. We can introduce the students to home care companies, so they have the possibility to research the current system and its difficulties. After that, the most important component and skill is creativeness, so an innovative Business Model will arise. If the students are quick in finding out a business plan, it is always possible to build a prototype. This is however not our goal of the project and we think that's a next step.

Challenge Picture



Input and involvement of challenge owner

We can help the students with all kind of healthcare expertise. AAG has all kind of disciplines, i.e. scheduling care workers, payroll advise, care demand in relation to demographics, etc. We would like to coach the students about twice in the month and are always reachable by phone/email. We will help the students with the applicability of their idea in the healthcare.

This challenge does not directly help our organization, but helps the total health industry in the Netherlands. Because of the overall aging of our population and the lack of care workers, all healthcare organizations will have capacity problems. A higher efficiency will help them further. Besides that, the national affordability of the healthcare is under pressure and a new kind of Business Model could improve it.

Resources

What resources are necessary for the students to work on the challenge?

No other resources than a laptop, enthusiasm and creativity.

What resources do you offer to students?

x Expertise; about the health and healthcare organisations to contact

Materials; ...

x Workplace; if they want to, it's possible to work at our office in 's Hertogenbosch

x Other; feedback with a smile

