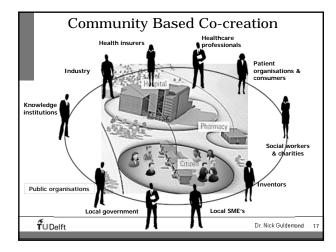


## Design approach • human-centred design • user experience (including usability) and ethical issues are systematically addressed • early user involvement • iterative integration of research and development Participatory Design, Value Sensitive Design & Co-creation



## In conclusion Demographic trends impact healthcare, society & economy Paradigm shift from curative to social-health perspective integrated care model Interconnected society & technology supported health supported interactive intelligence Multi-stakeholder R&D approach oriented on local community / eco-systems .....for the benefit of science, society & business

