



THE SHAPING A
TECHMED HEALTHY
EVENT FUTURE

14.45 - 16.00 | PERSONALISED EHEALTH FOR SUSTAINABLE HEALTHCARE | SEFORA TUNC

CO-CREATION IN RESEARCH AND INNOVATION

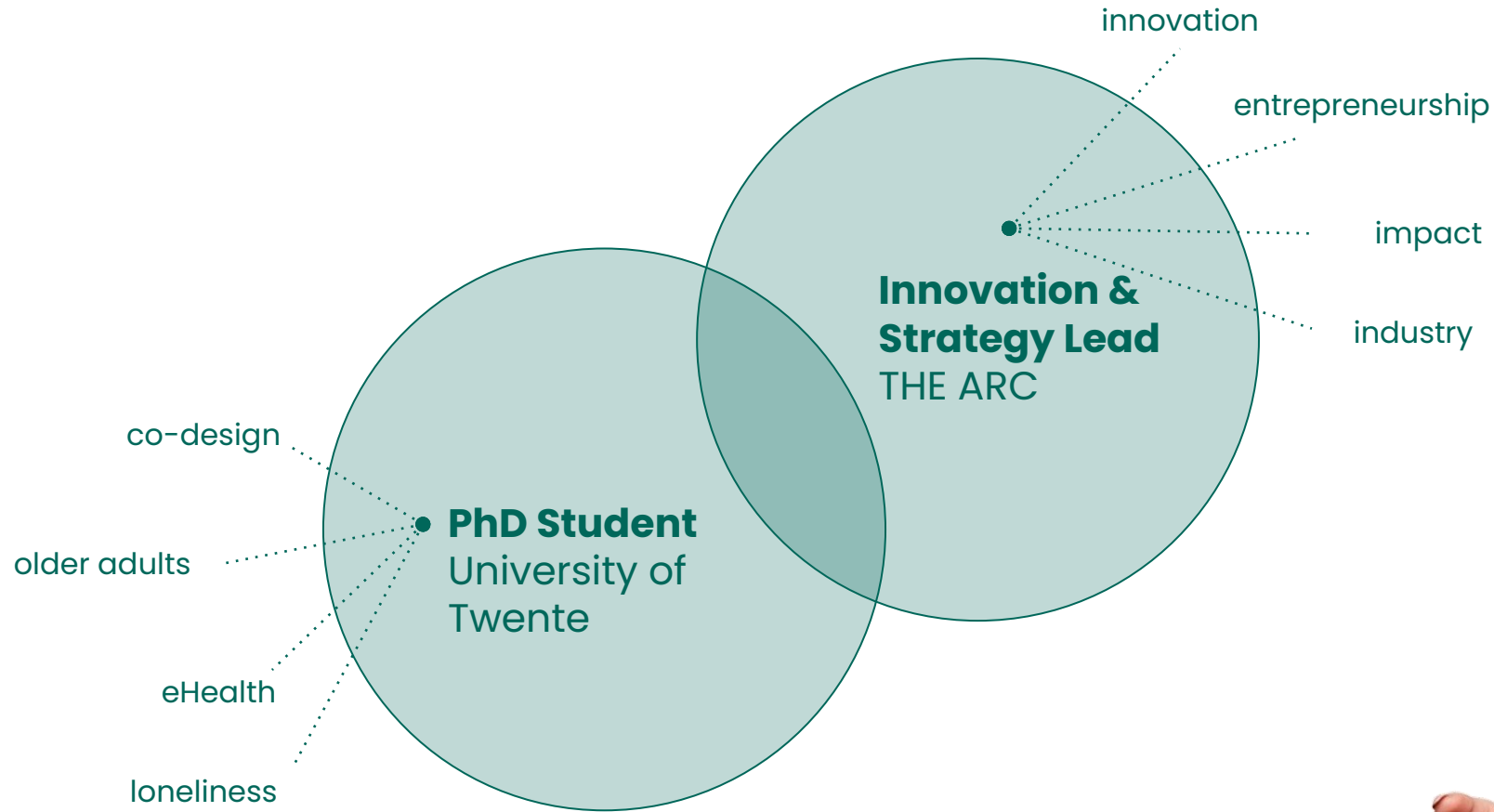
SEFORA TUNC – UNIVERSITY OF TWENTE

DISCLOSURE SLIDE

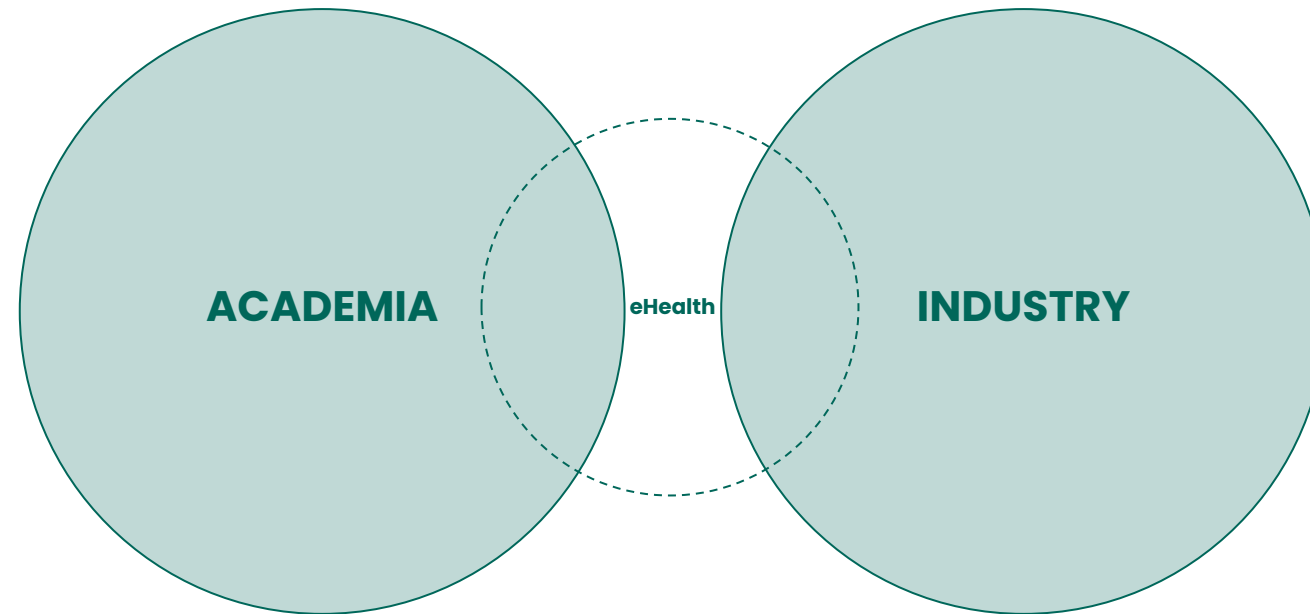
No financial interests on the slides.



Hi, I'm Sefora Tunc



2 PERSPECTIVES

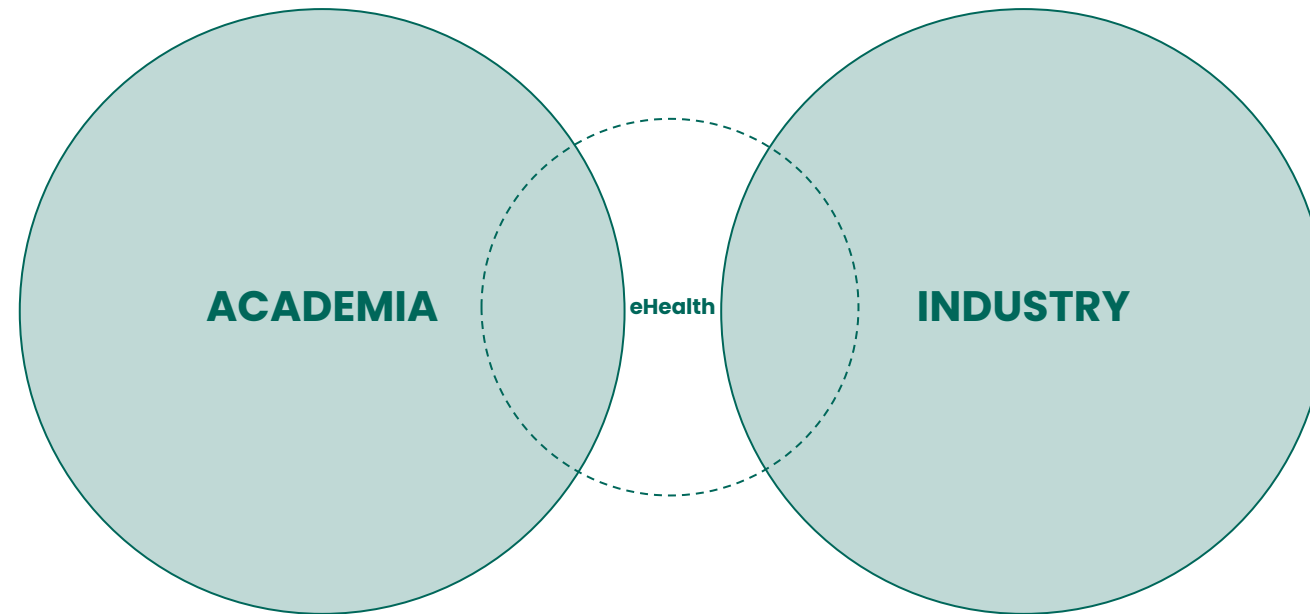




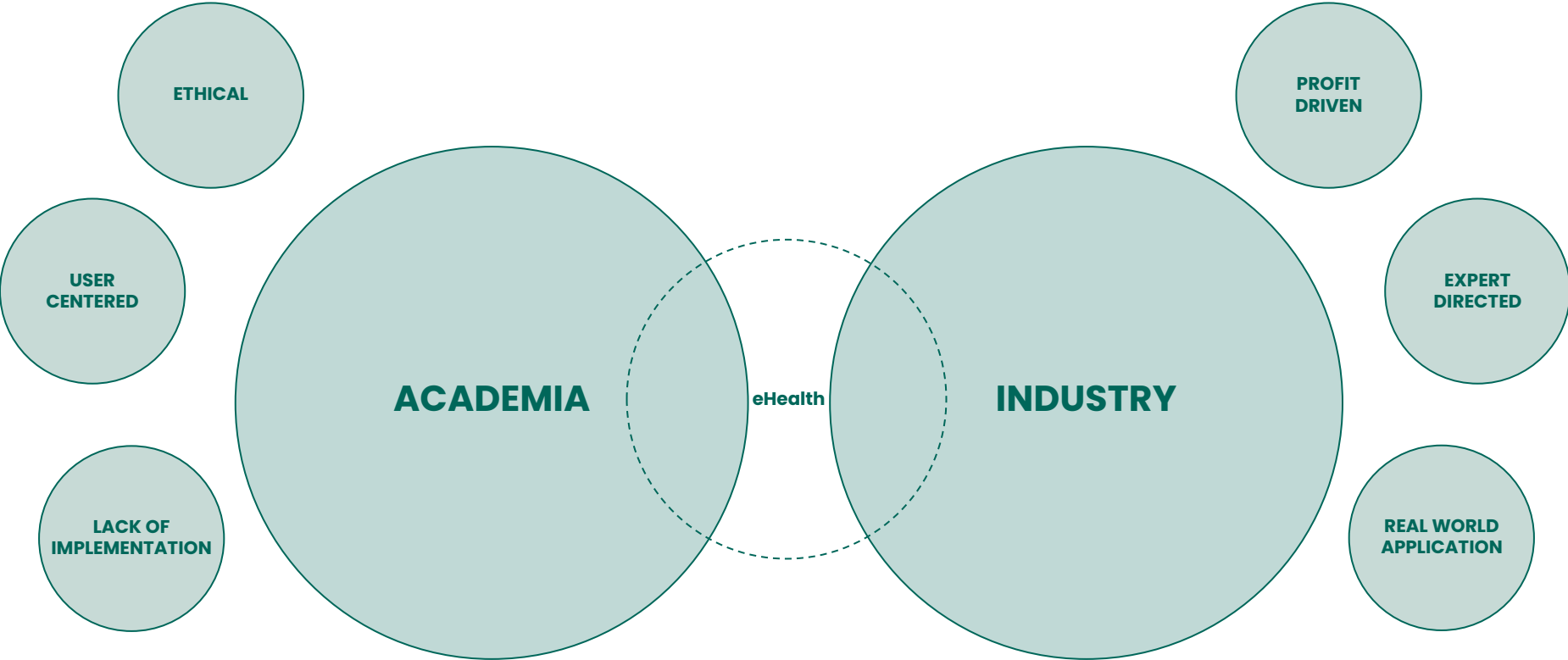
2 PERSPECTIVES



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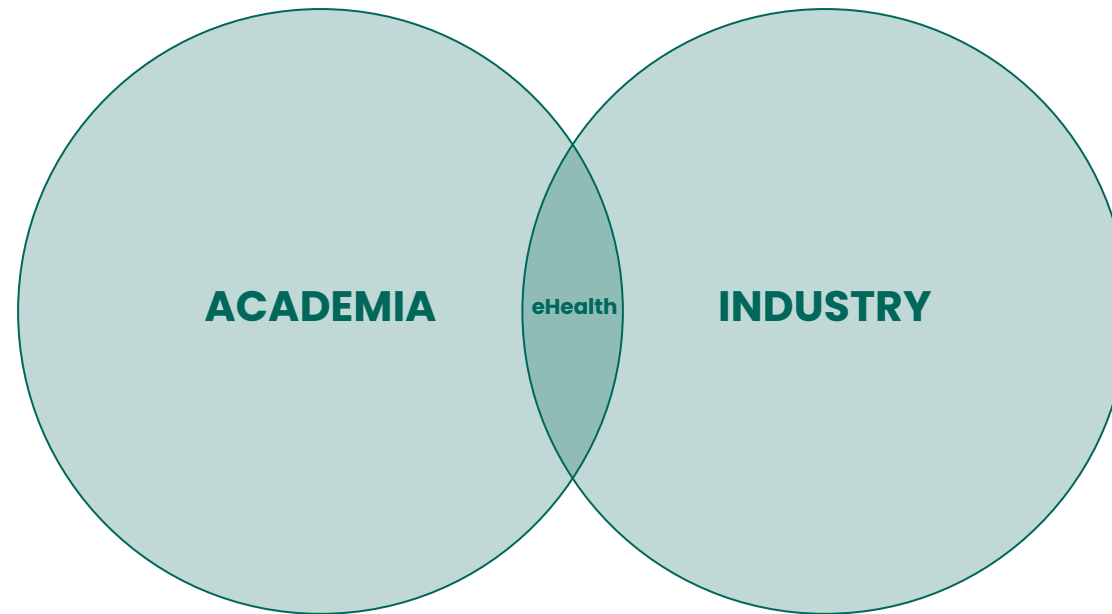


2 PERSPECTIVES



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How can we bring the best of both worlds together to develop eHealth technologies that are feasible, viable and user-oriented?



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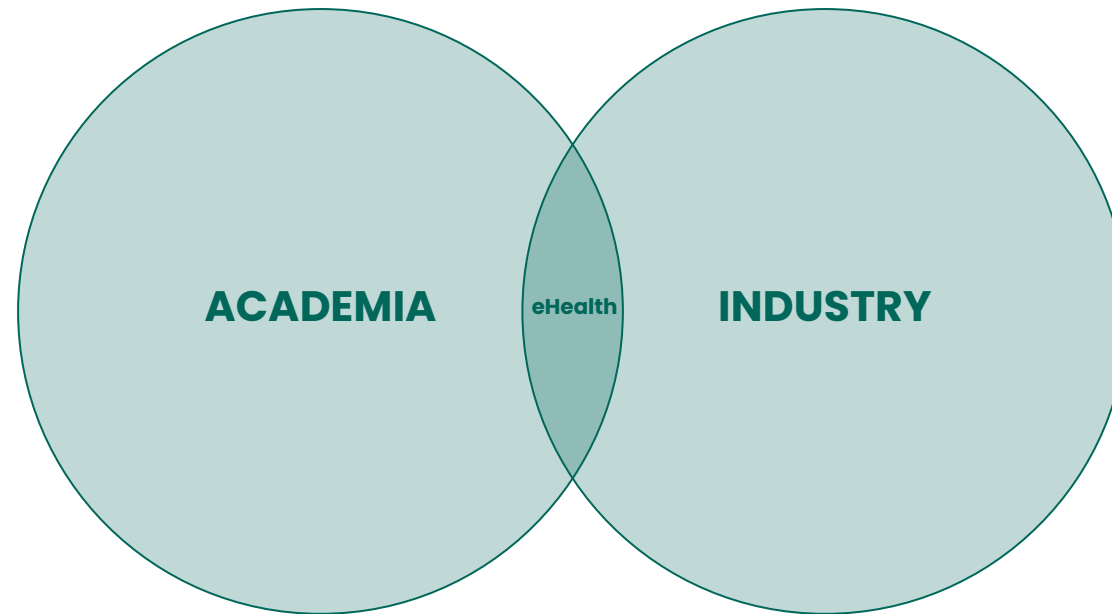
ACADEMIA



INDUSTRY

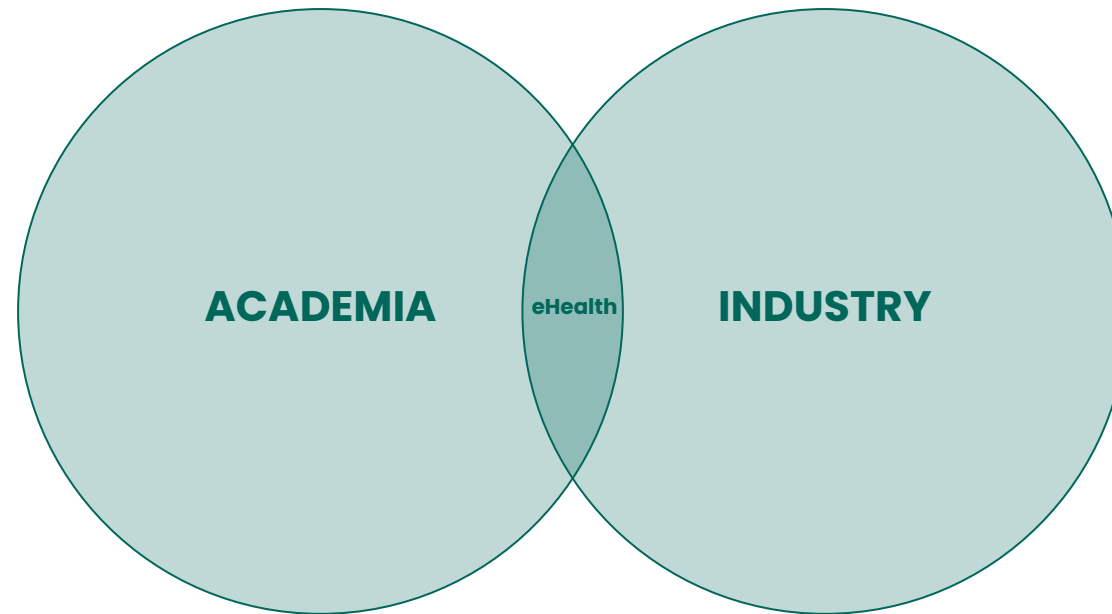
2 PERSPECTIVES

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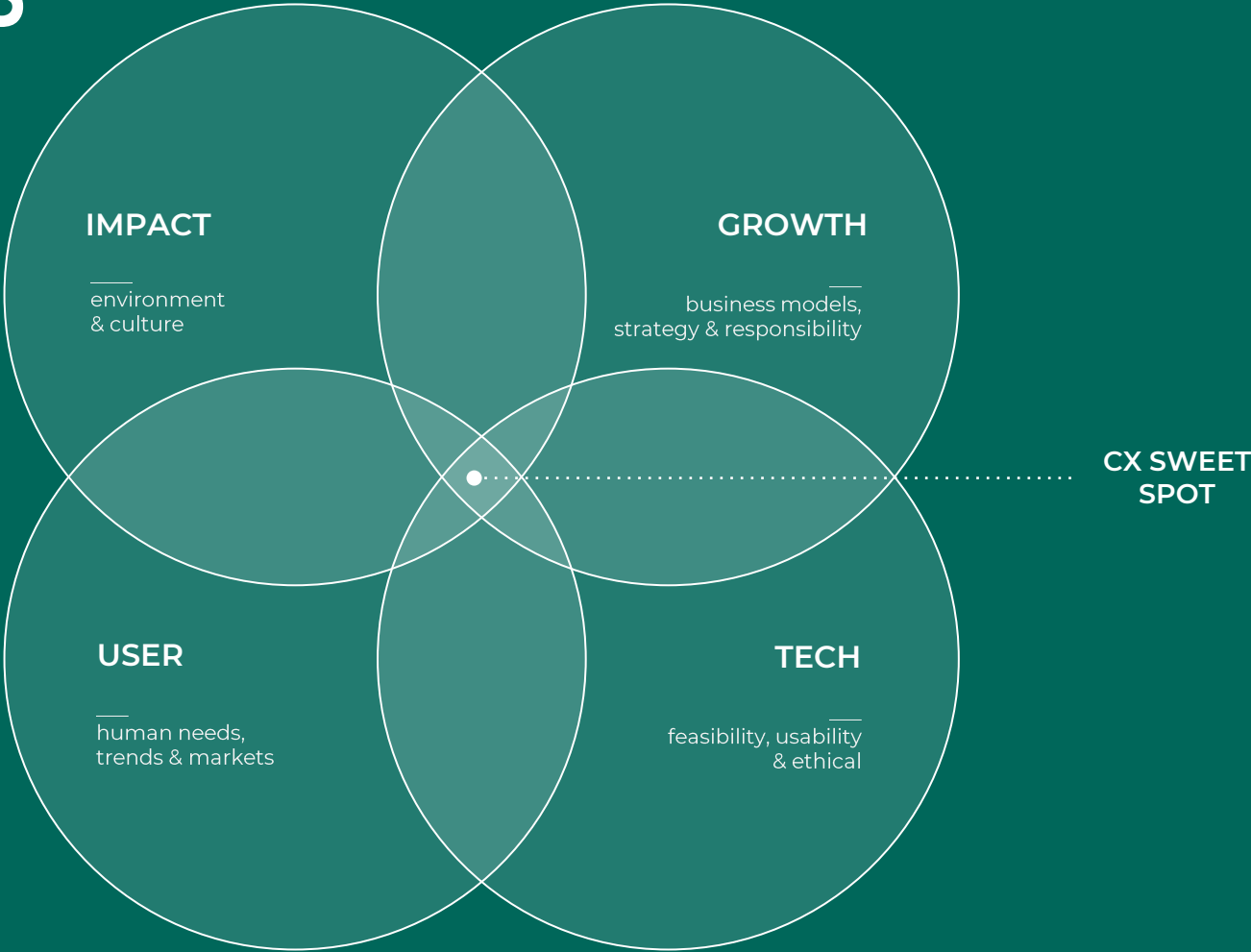


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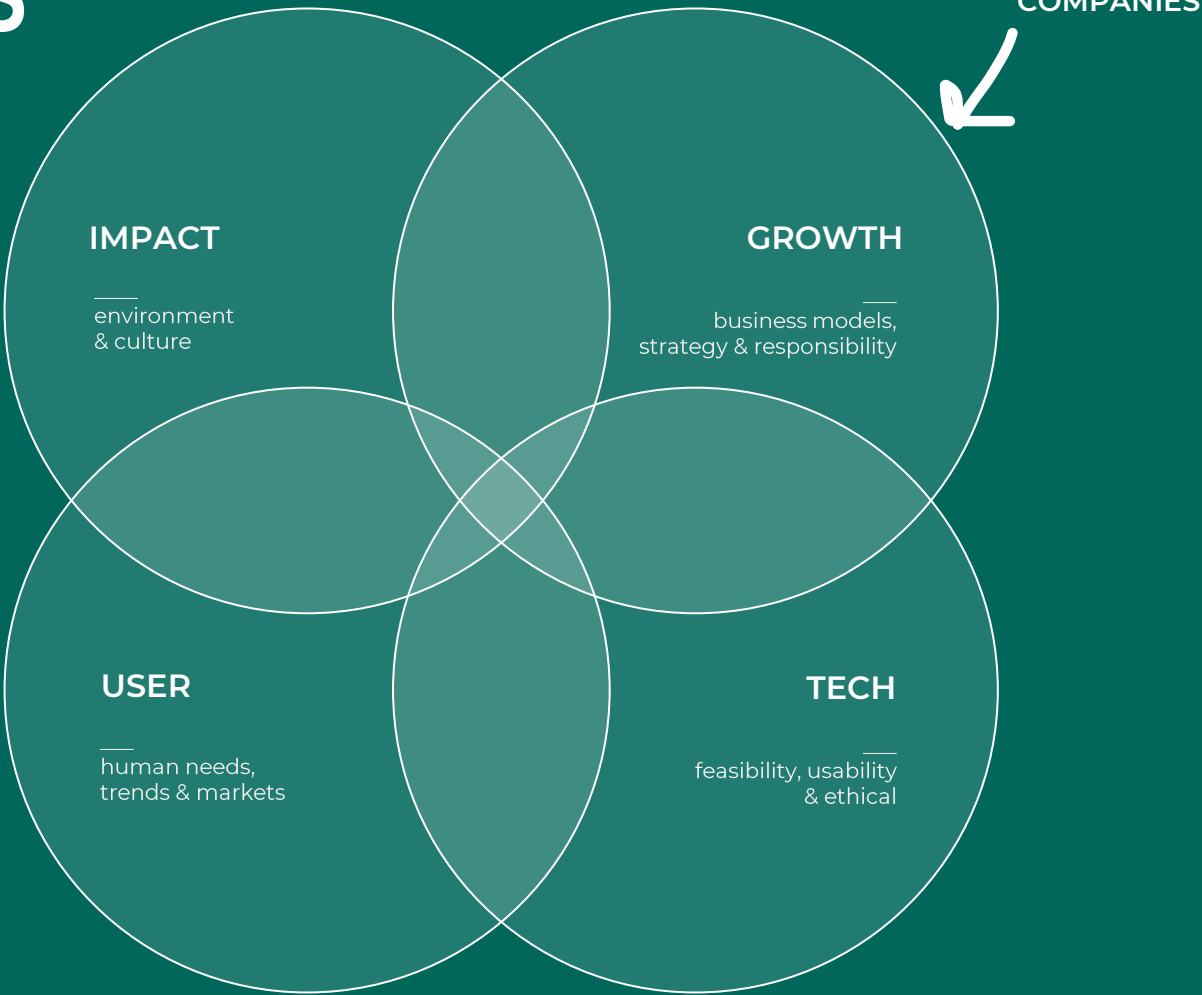
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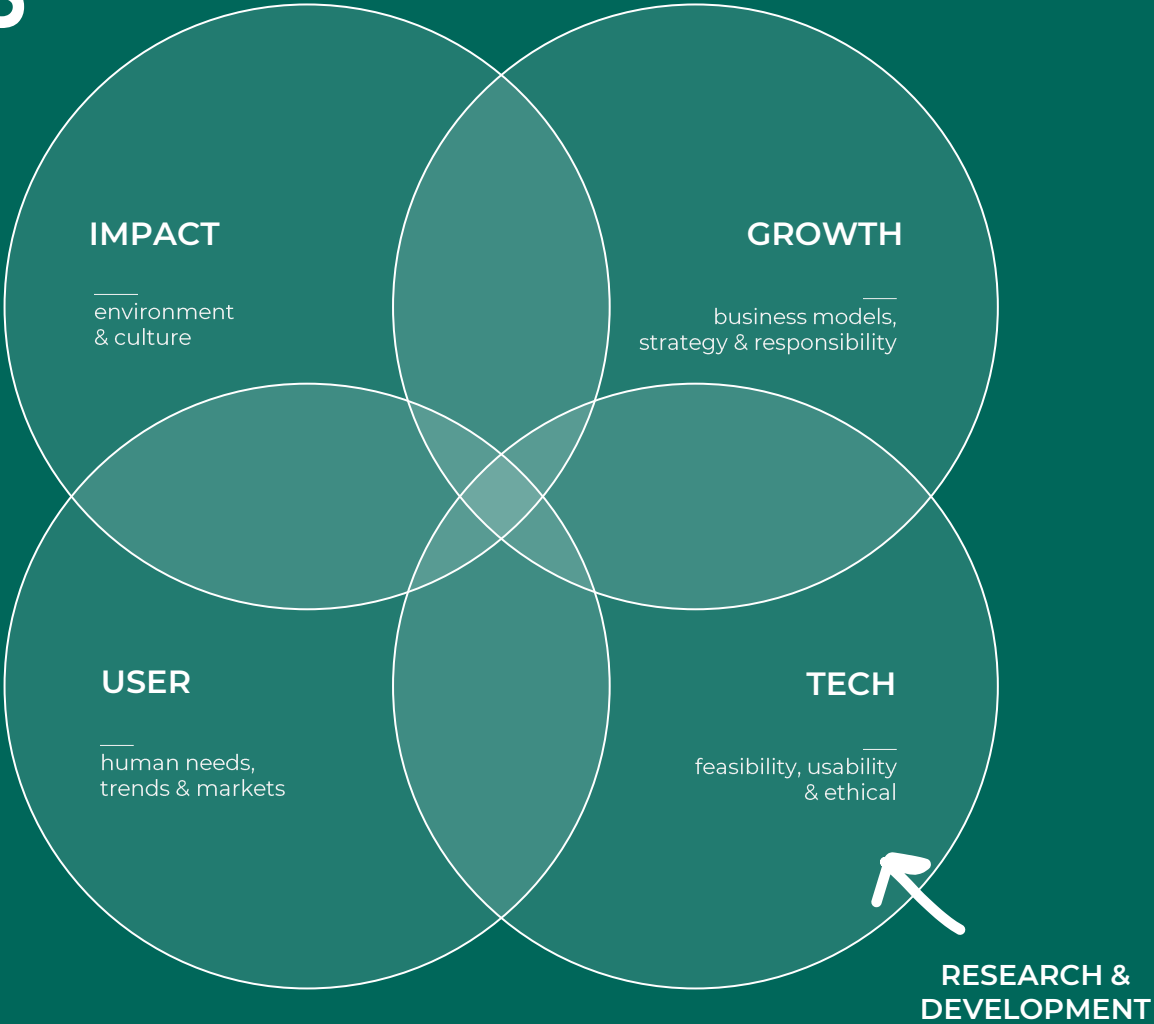
4 PERSPECTIVES



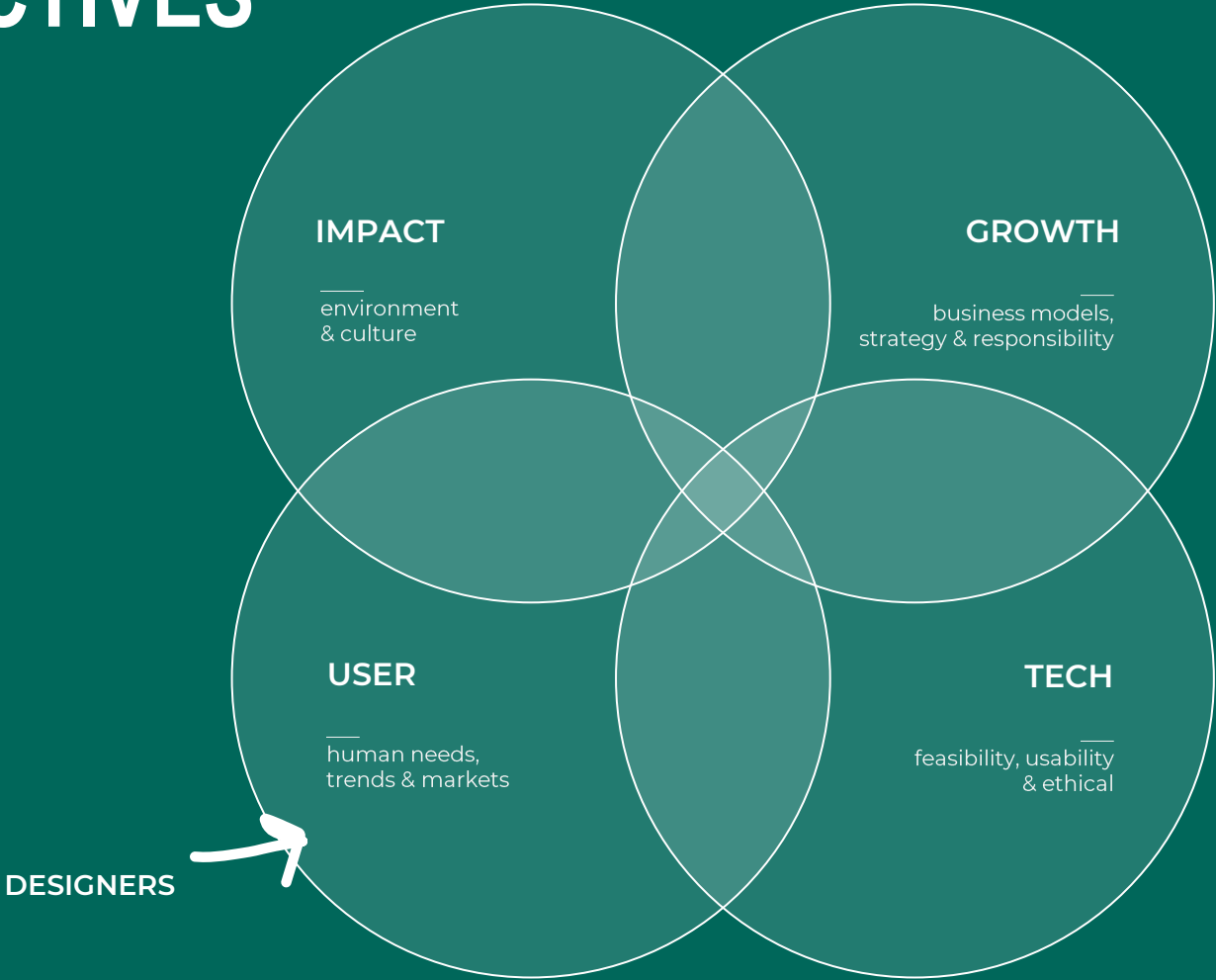
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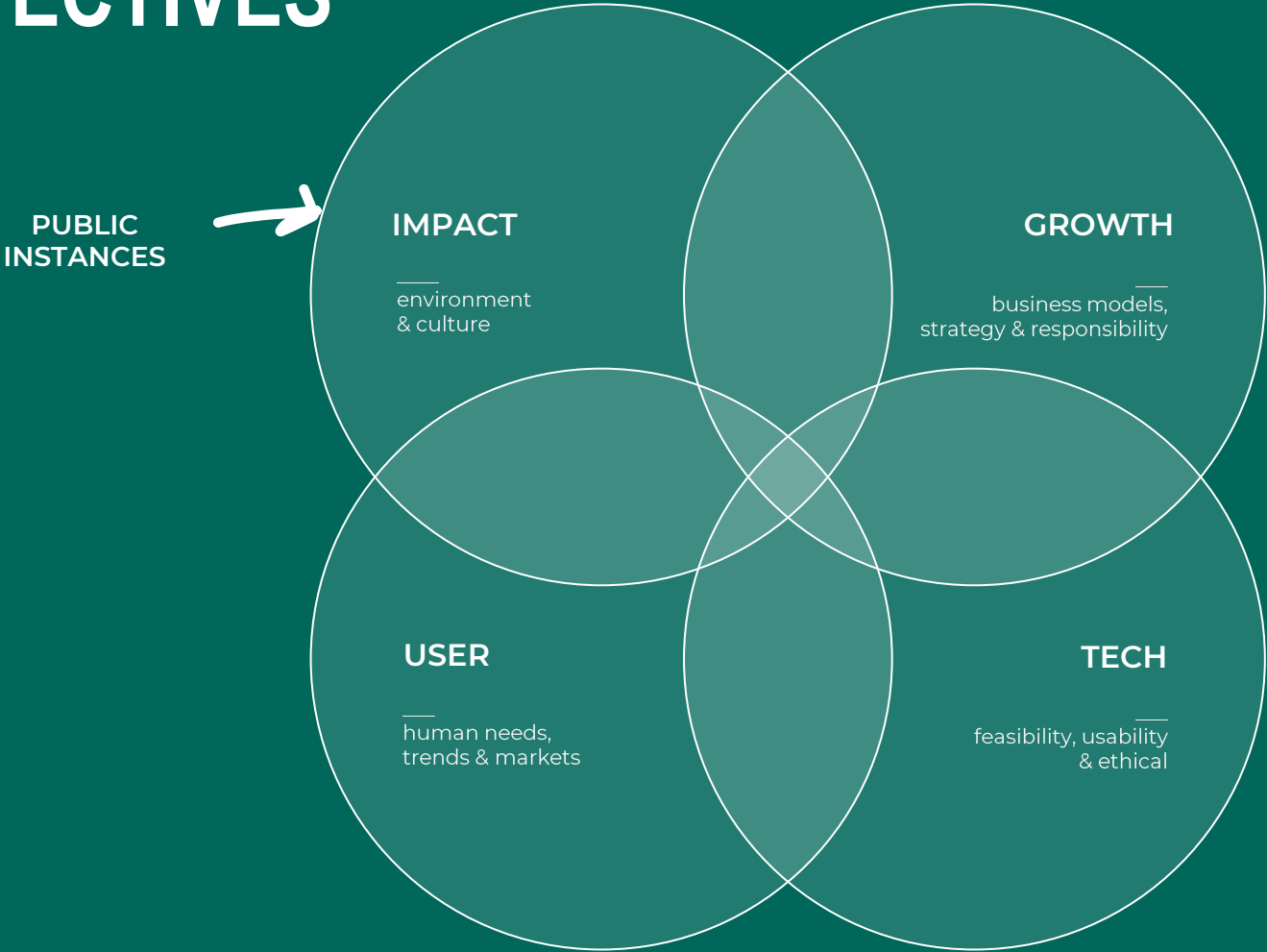
4 PERSPECTIVES



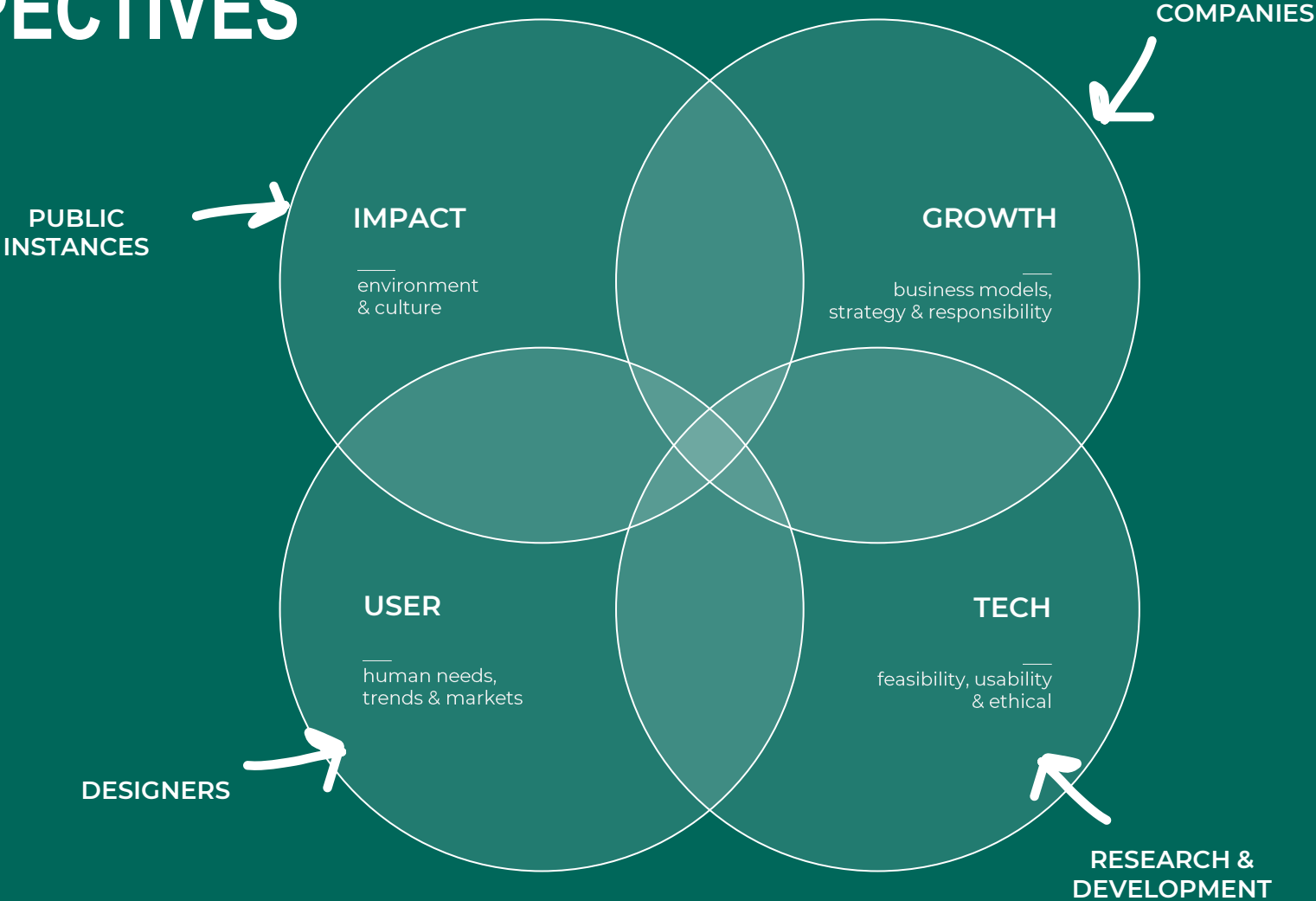
4 PERSPECTIVES



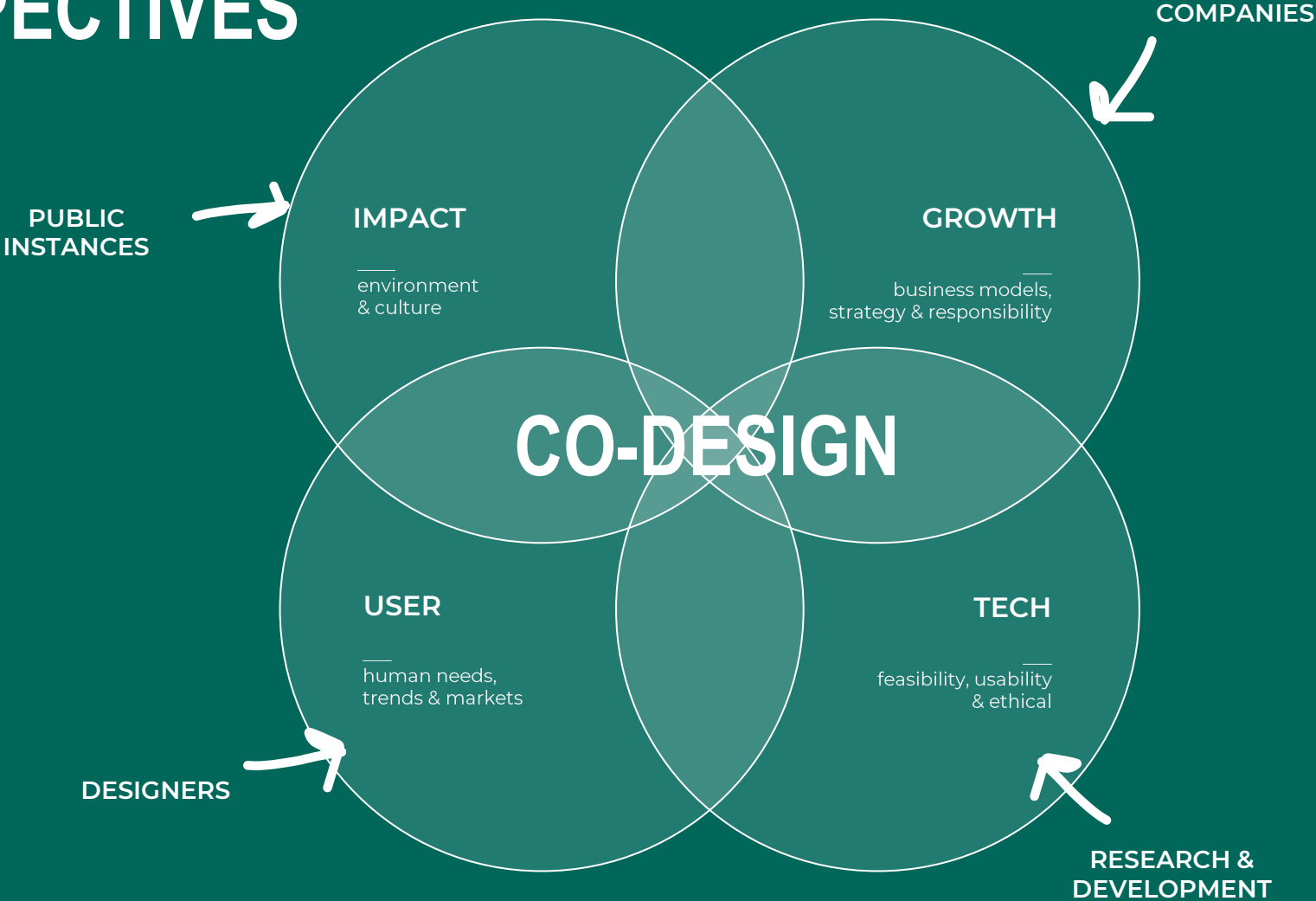
4 PERSPECTIVES



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CO-DESIGN



CO-DESIGN



EXPERTISE



COLLABORATION



CREATIVITY



FUZZY FRONT-END

CO-DESIGN

**USERS BECOME "EXPERTS" OF THEIR OWN
EXPERIENCE & CO-DESIGN WITH DOMAIN
EXPERTS**



EXPERTISE

CO-DESIGN

USERS BECOME "EXPERTS" OF THEIR OWN EXPERIENCE & CO-DESIGN WITH DOMAIN EXPERTS



COLLABORATION

PUBLIC
INSTANCES

DESIGNERS

COMPANIES

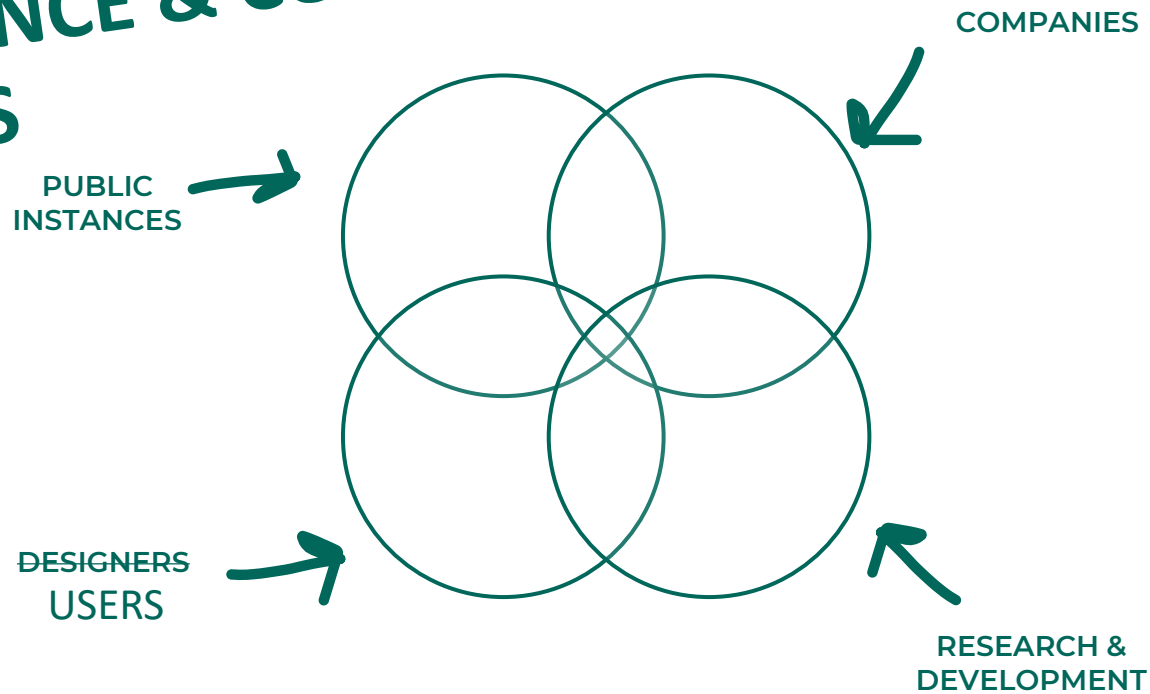
RESEARCH &
DEVELOPMENT

CO-DESIGN

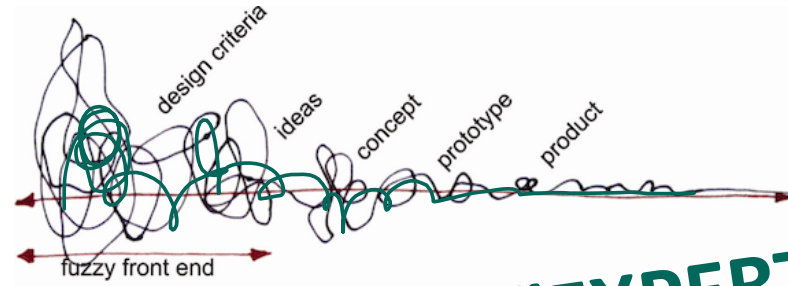
USERS BECOME "EXPERTS" OF THEIR OWN EXPERIENCE & CO-DESIGN WITH DOMAIN EXPERTS



CREATIVITY



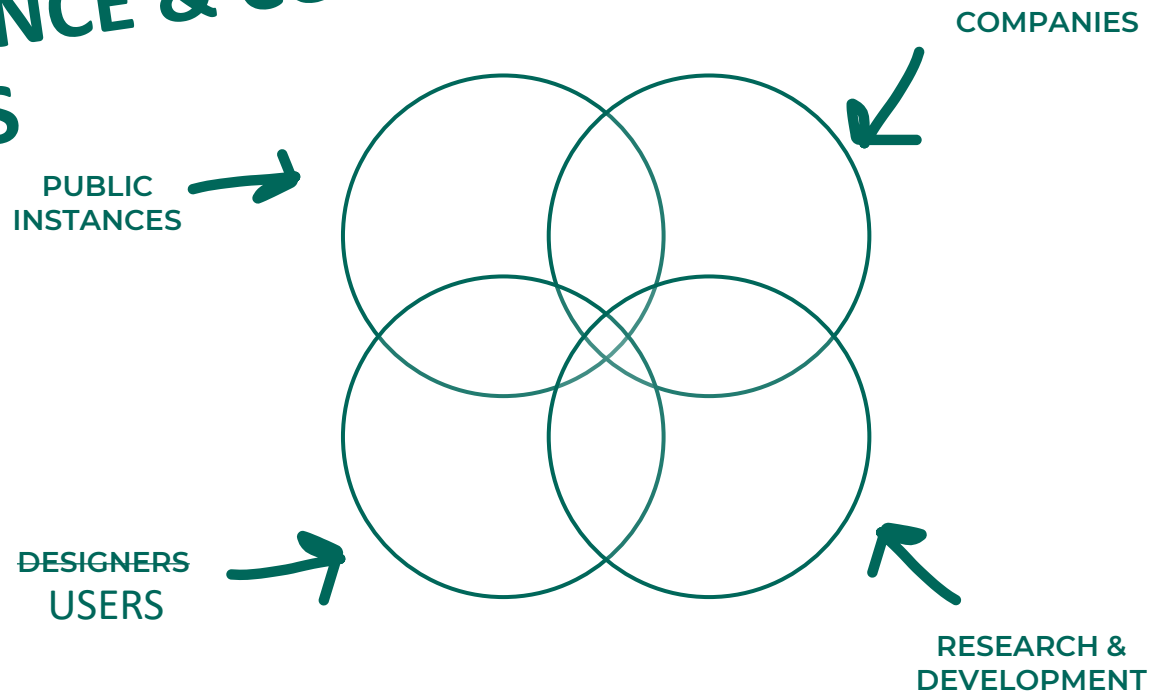
CO-DESIGN



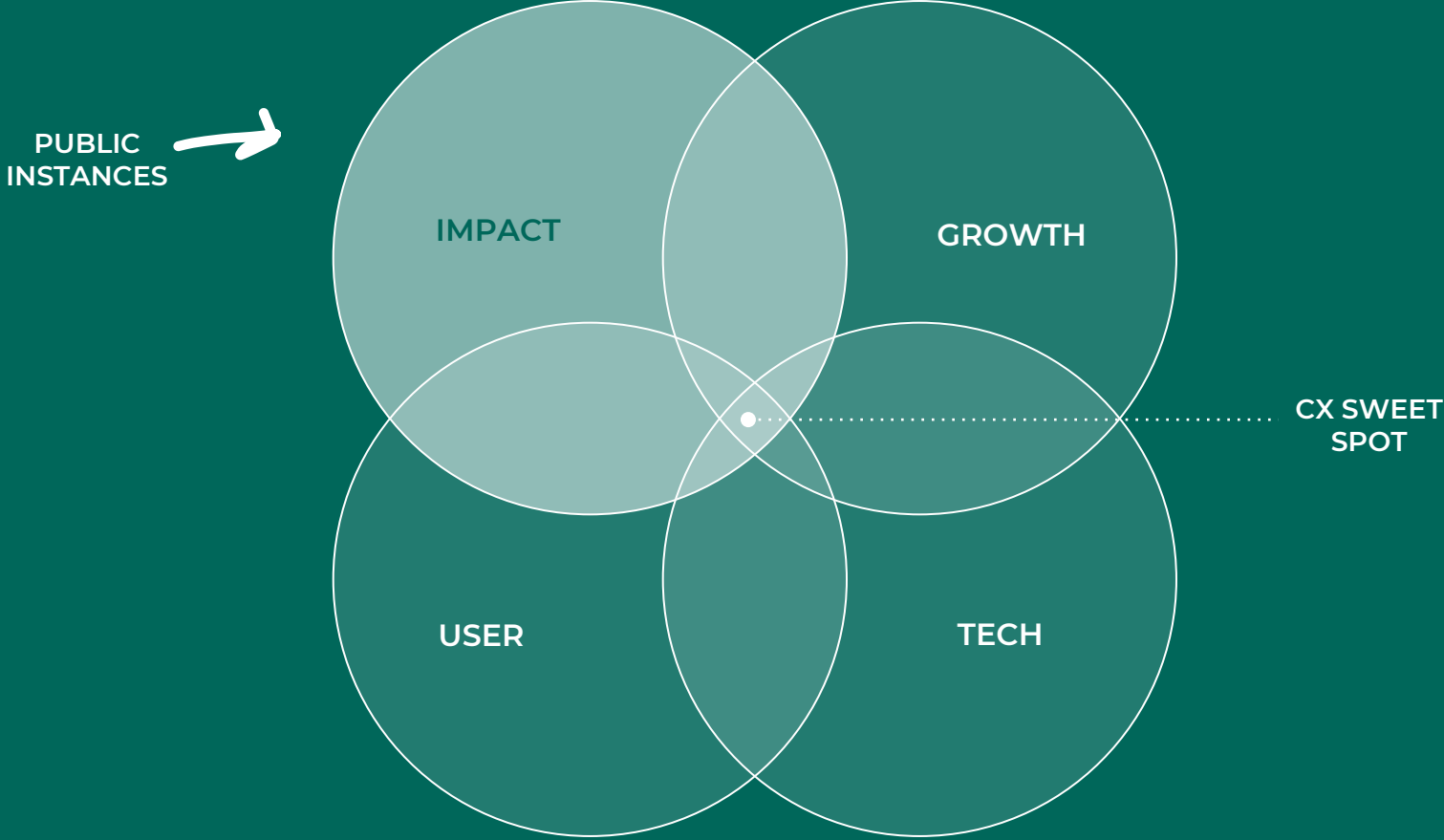
USERS BECOME "EXPERTS" OF THEIR OWN EXPERIENCE & CO-DESIGN WITH DOMAIN EXPERTS



FUZZY FRONT-END



IT'S NOT ABOUT IDEAS, IT'S ABOUT PROBLEMS.



PROJECT PHARAON: PILOTS FOR HEALTHY AND ACTIVE AGING



(1) promote
social
cohesion



(2) prevent
loneliness



(3) happy and
healthy eating



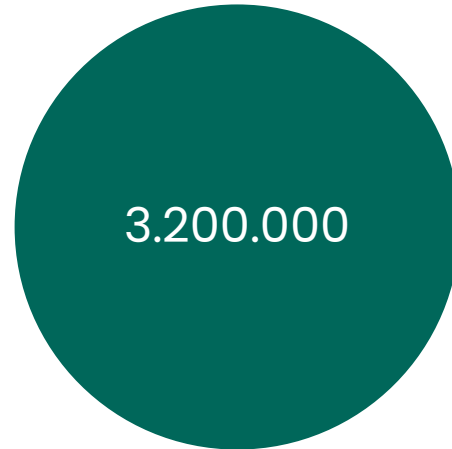
(4) monitor
physical
activity



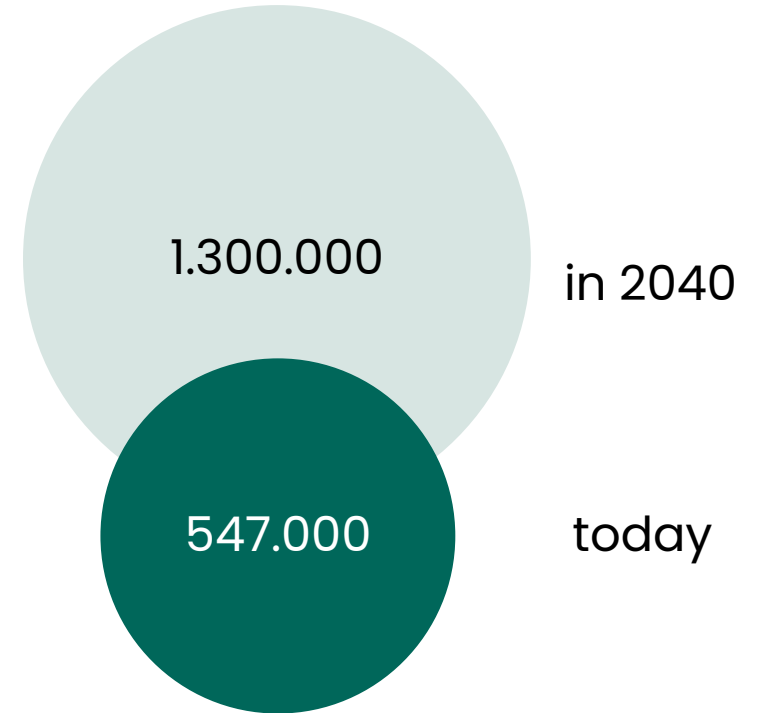
LATE-LIFE LONELINESS IN NL



older adults (65+) in NL



live independently
at home



are lonely

RESEARCH

The concept has been developed based on extensive research about e-health technologies for older adults

1.5 years

PhD Research

100+

Older adults

6

Iterations

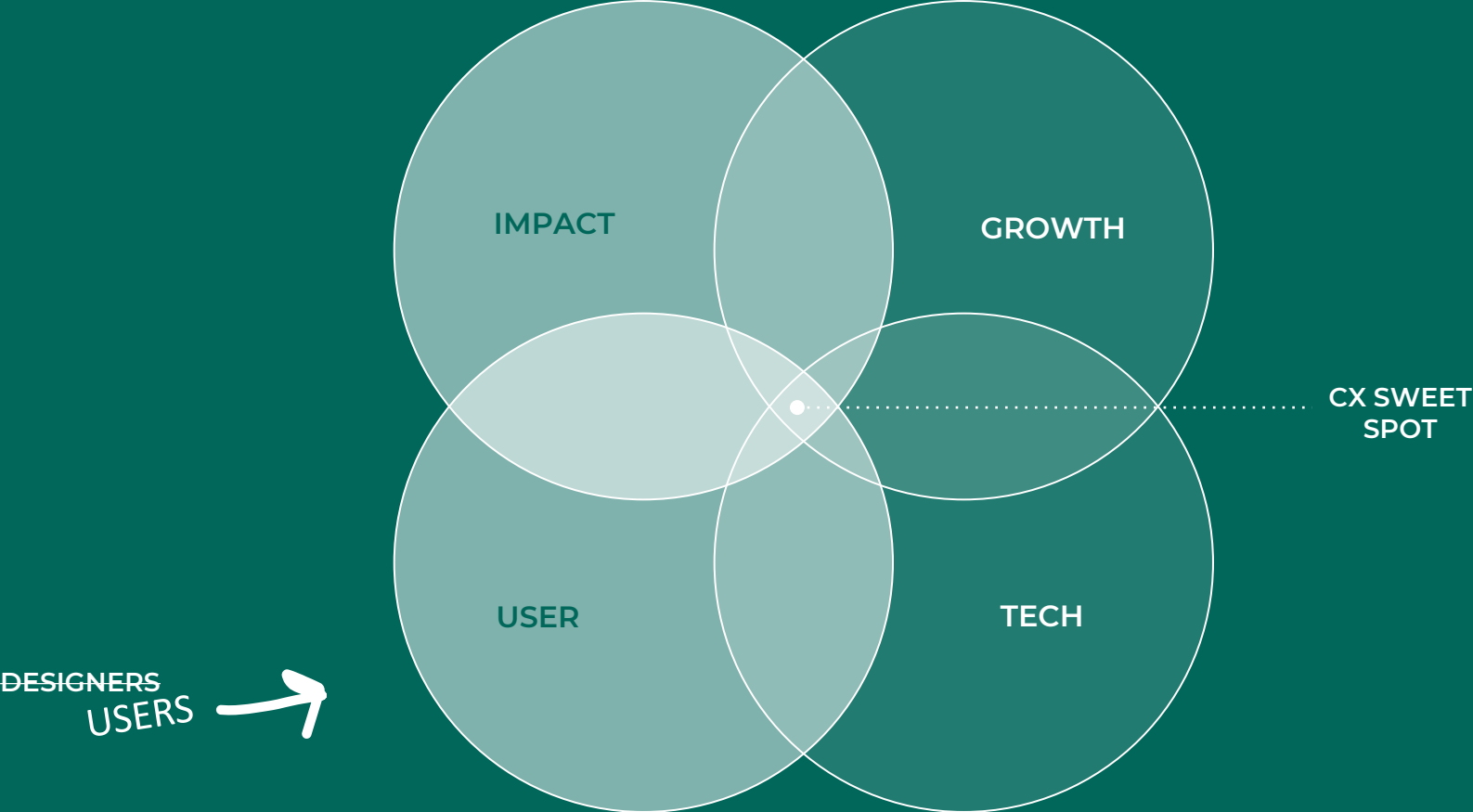
5

Organizations

UNIVERSITY OF TWENTE.



EXPERTS OF THEIR OWN EXPERIENCE.



USER: EXPERTS OF THEIR OWN EXPERIENCE

Older adults were invited to find their own solution through Citizen Science.



USER: CO-DESIGN WITH THE NEWSPAPER

2

WEEKS

71

SUBMISSIONS

64

MEAN AGE



USER: STORY OF RENÉ

THE BOTTLE OR THE BIKE



René



Contribution to Society: Capability, self-reliance

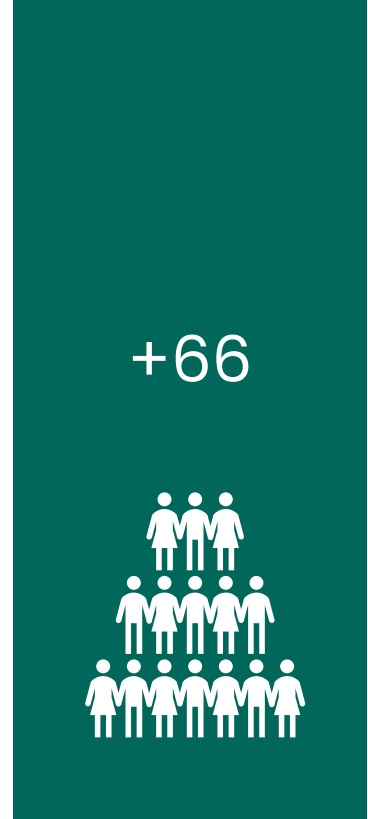
Support System: Empathy, trust, security, traditionalism, community-oriented

Community: Sense of belonging, equality

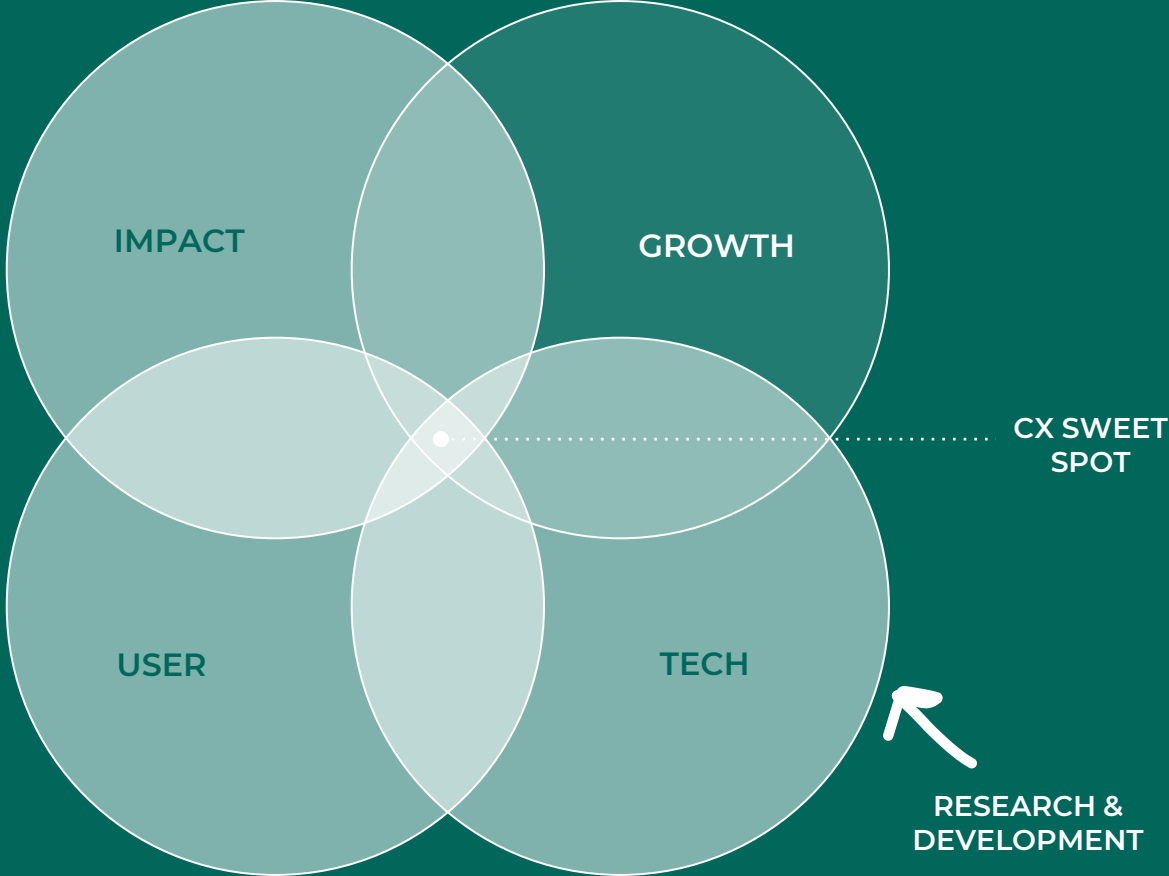
Routine: Routine and rhythm

Openness: Life-long learning, continuous improvement, like-minded people

USER: STORIES OF 71 OLDER ADULTS



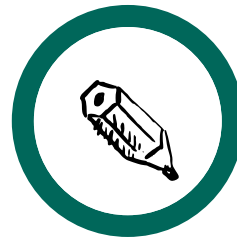
DEVELOPING A TECHNOLOGICAL SOLUTION.



TECH: DEVELOPING A SOLUTION WITH INDUSTRIAL PARTNERS & GERIATRIC EXPERTS



Presence Light



Pen Pal



Matching Platform

TECH: IBILIGHT – THE LAMP AGAINST LONELINESS



Only you can turn it on **representing a social presence.**





When your grandparent touches the lamp, you receive notifications.

Grandparents are more inclined to reach out in times of distress



40 – 50% higher healthcare costs (NL)

(Meisters, Rachelle, et al., 2021)



Establish sustainable patterns to improve your relationship.

Be part of each others routine and help your grandparents to restore healthy habits.





A subtle communication
method **without words.**

making them comfortable to
initiate social contact with others

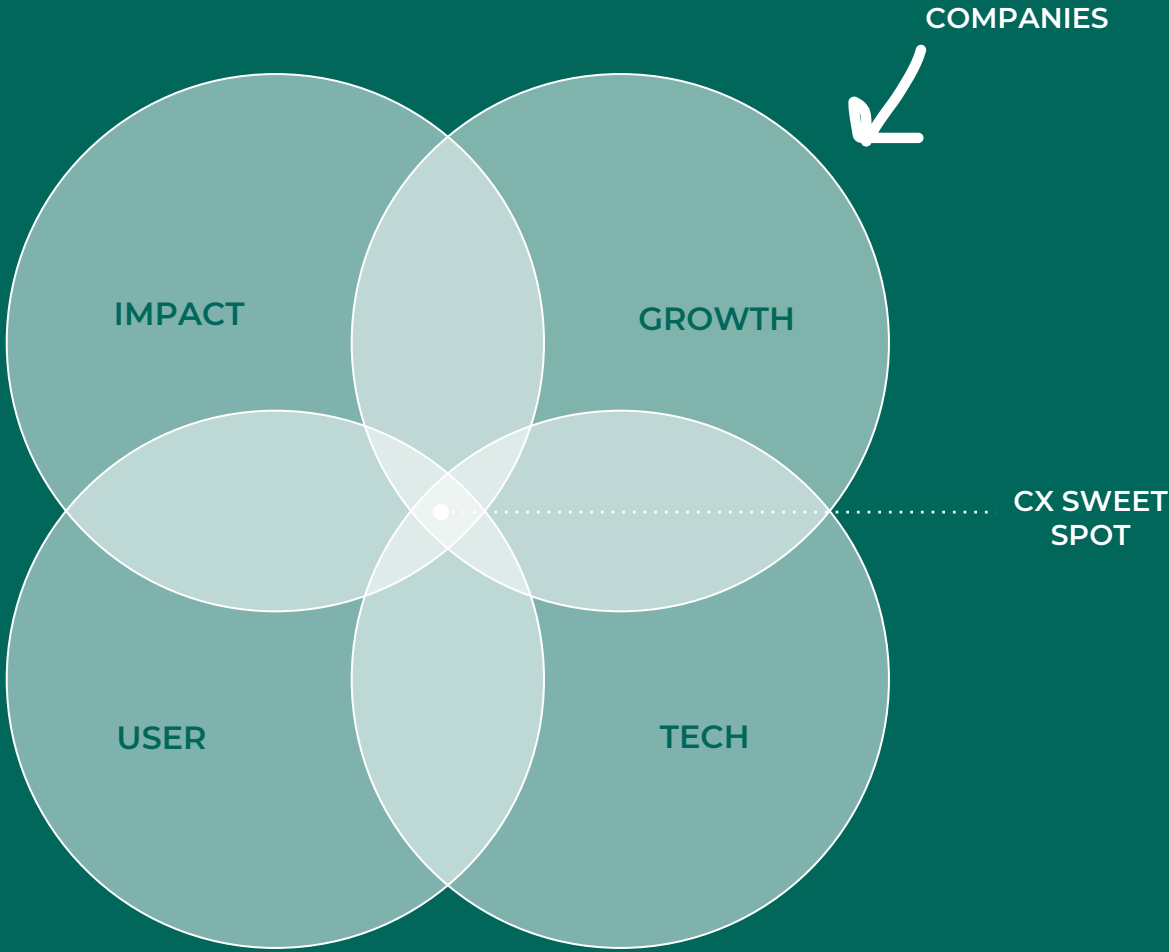
You



Your Grandparent



DEVELOPING A TECHNOLOGICAL SOLUTION.



GROWTH: FOUNDING A STARTUP

The University of Twente is an entrepreneurial university.

Shine a light

19 / 10 / 2021 | [Michaela Nesvarova](#)

'There are a lot of lonely people and I want to help as many as possible,' says Sefora Tunc, UT PhD candidate and founder of 'ibilight'. Her start-up has one goal: to fight loneliness of elderly people. With light. And it is now entering the market.



▲ Sefora Tunc van Ibilight met haar bejaarde buurman Kalli Schneider, die het prototype van de lamp op proef heeft. © Reinier van Willigen

Slimme lamp uit Twente wint UT-prijs: 'Je kunt een lichtsignaal afgeven aan opa'



Sefora Tunc | s.s.tunc@utwente.nl | University of Twente

GROWTH: NOT EVERY STARTUP IS A SUCCESS

Some things I learned as a founder:

1

You need a team!

2

Find investors who provide
more than just money.

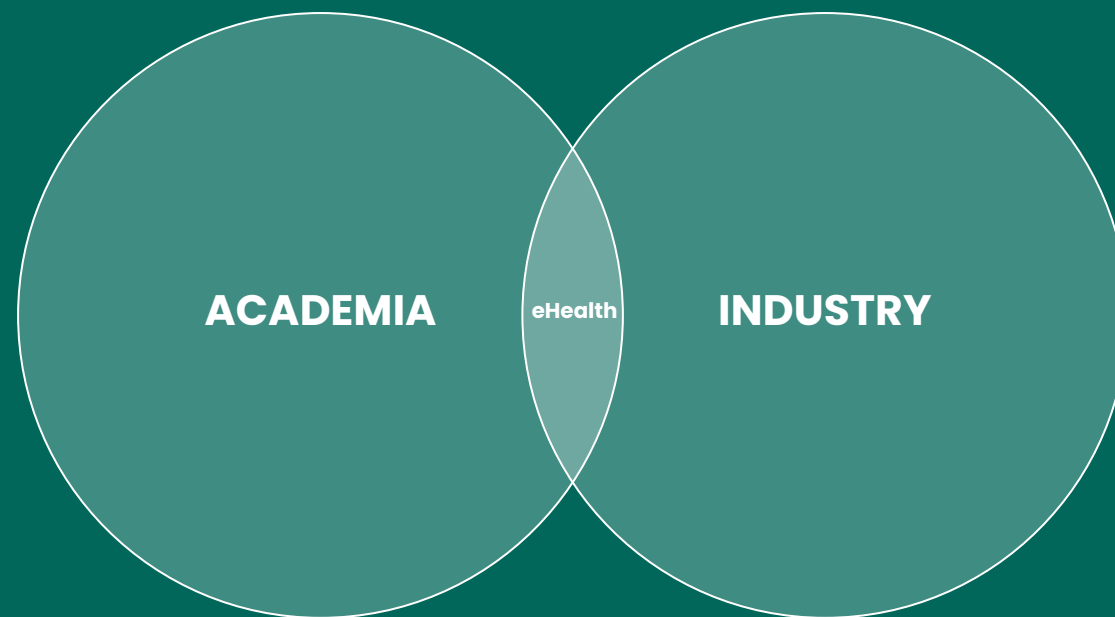
3

Your MVP can be
very MVP-y.

4

Grit!

2 PERSPECTIVES





KEY TAKEAWAYS

1

4 Perspectives

2

Elements of Co-design

3

Value of
involving users

4

Challenges of translating
theory into reality

CO-CREATION IN RESEARCH AND INNOVATION



Sefora Tunc
s.s.s.tunc@utwente.nl

DO YOU WORK WITH OLDER ADULTS?

Help me with my PhD research and let me know your perspective on technology use by older adults!

The questionnaire takes about 7 minutes and is in Dutch 😊



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THE LINK/QR-CODE FOR LATER.



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