

## Sound Vitamins for Body and Mind

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## Audio Riders Oy

- a Finnish SME developing software, hardware, audiocontent and audio services for business premises and age care sector
- Innovative concepts with high-tech and patented know-how, based on work carried out with experts in many profession fields.

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## Sound Vitamins



- A concept for developing rehabilitation and recreation of the elderly with modern tools in digital networks
- The innovation consists of embedded technology, Web interface and audio content (thousands of audio programmes, music library) developed and produced at Audio Riders

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sound**vitamins**



- Also a social innovation
- Provides an easy to use tool and a working model for nurses, therapists and instructors for group sessions
- Offers audio content that is meaningful and enjoyable for elderly -> supports social interaction like memory-lane, sing-a-longs, exercises, quizzes etc.

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## Benefits shown for the client, staff and organization

- Improves the social, physical and cognitive functional capability of the elderly
- Less time is needed for the planning of rehabilitative and recreational care -> more time for customers
- Allocates resources in a client-oriented way
- Incorporates rehabilitative and recreational activities in the daily life of the elderly
- What is the value of these benefits?

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## Experiences in launching into the care sector

- very long launching phase for Sound Vitamins
- many mistakes done by us
- not so good advice from consultants – does anyone know really?
- resistance to technology and new models for work
- difficult to find the "buyer" – many organization levels
- decision making very different from business sector – economical grounds?
- value denied in expert field (NIH - phenomenon)
- new technology not accepted in city networks based on proactive safety policy

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## It's a very good idea, but...

- we like to do "ourselves"
- do not want to use technical equipment
- it might be too difficult for us
- it's too costly -> comparison to... what?

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## Also very positive feedback !

- This saves time and money
- Innovation enables and is cost efficient
- It's good for our clients
- It makes my work more rewarding
- This makes me learn more (about human beings, technology...)
- This is something we do together...
- Over 100 Sound Vitamins sites already in Finland, some abroad
- We like to think we have succeeded ☺

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## Questions?

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