Innovative High-tech Solutions for Preventive Health Care

Paper Presentation

“Community Innovation and Social Enterprise” Conference organized by Shannon School of Business at Cape Breton University from July 8-10, 2015 in Sydney, Nova Scotia, Canada.

By: By Noor Din, Mary Lou Ferranto, Celeste P. Oprean
• EPIC – Enterprise Promotion and Innovation Centre is a **replicable** social enterprising incubator in Vaughan, ON
• EPIC supports individuals and organizations
  • **Individuals** receive training, placement, income and/or setup businesses / social enterprises
  • **Organizations** engage to replicate EPIC and/or setup independent social enterprises

• EPIC has 5 social enterprises + 2 at one franchised location
• EPIC Social Enterprises: **Multimedia, Technology, Health, Training and Events**
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<tbody>
<tr>
<td>Sales revenue $</td>
<td>$6,000</td>
<td>$80,929</td>
<td>$92,127</td>
<td>$139,000</td>
<td>$185,000</td>
<td>$230,000</td>
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<tr>
<td>Jobs (FT/PT/Con.)created</td>
<td>12</td>
<td>18</td>
<td>14</td>
<td>15</td>
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<tr>
<td>Training/placement</td>
<td>48</td>
<td>66</td>
<td>72.6</td>
<td>80</td>
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<td>Volunteers involved</td>
<td>18</td>
<td>64</td>
<td>77</td>
<td>92</td>
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<tr>
<td>Volunteer hours</td>
<td>5225</td>
<td>6363</td>
<td>7636</td>
<td>9163</td>
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<tr>
<td>Organizations trained</td>
<td>24</td>
<td>25</td>
<td>30</td>
<td>36</td>
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<td>Model shared with Orgs.</td>
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<td></td>
<td></td>
<td>125+</td>
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<td>Research presentations</td>
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<td>1</td>
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Q1+2, 2015 revenue is around $140,000+
Does not take into account RPM potential

Background
• Social economy and its true broader impact is not yet understood and embraced
• Nor as a social economy sector we have been able to make our mark
• Reasons ...
  • Focused around individual organizations, small community groups and local sectors etc.

Paper Introduction
• @non-profits levels. How we envision, think and operate
• Go beyond own organization
• Innovative and expanded collaborations & implementation
  • Broad approach in defining social enterprises
  • Franchising model -> replication at other sites
  • Collective impact
• Seek solutions that help address **visible & significant** challenges e.g. Recycling by Groupe Convex, graceful, settlement of newcomers and poverty reduction
• Through small, medium and large scale scope and associated efforts

Expanding the Scope of Social Economy
• The concept and practice of social economy is not isolated from the main stream economy
• Social Economy must make its own space

• Innovative collaborations with shared incentives for partners (including for-profits)

• Innovative, cost-effective solutions to significant challenges faced by society and governments
  • Develop products and services for high value, high impact, for example Remote Patient Monitoring kit by EPIC
  • Demonstrate leadership
• Census 2011, 15% of Canadians were 65 years or older, and this population is expected to double by 2036.
• Seniors account for 40% of acute hospital stays, and visit their family physician twice as often as non-senior adults. Seniors are still responsible for 50% of provincial and territorial health care spending.
• If nothing changes, seniors will account for 59 per cent of health care costs in 2031 [one study].

• Innovative social business possibilities to keep seniors healthy in their homes, avoid hospital admissions.
• In United States, National Healthcare Expenditure is projected to hit $3.207 trillion in 2015. Approximately 71% of the spending is associated with care for the Americans with more than one chronic condition. [Forbes reference in the paper]

• Taking care of aging population and people with chronic diseases in a cost effective manner, where compassionate care of patients and sustaining of health care systems are the priorities, fits well with social economy’s basic principles.

• This is where EPIC is focusing and developing innovative TeleCare, TeleHealth products

**Tackling Significant Challenges: Solution**
• One report by Price Waterhouse Cooper estimated that in Europe, mHealth [TeleHealth & Remote Patient Monitoring (RPM) etc.] technologies could help trim up to 35 percent off the cost of treating chronic medical conditions, a large driver of health care spending. In the U.S., that would equal about $700 billion in savings. And these cost cuts will become even more critical as Obamacare ushers up to 30 million uninsured people into the health care system by 2023.

• EPIC is developing a RPM kit to address the challenge and stimulate high tech community economic development through social enterprises.
• First demo on April 18, 2015 at South Lake Hospital, Ontario
• Setup in Haiti in collaboration with Kent State University Jan. 2016
• Will start signing up for Canadian test sites November, 2015

Tackling Significant Challenges: Solution
• Broader thinking with high value, high impact
  • HOPE – Healthy Outcomes of Preventive Engagements project launch 2005. Various awards & recognitions. Serving 700+ seniors in York Region
  • EPIC creates economic opportunities for new immigrants, people with disabilities and others.
  • Combining experience from HOPE and EPIC
    • Seniors -> health wellness -> aging issue ->
    • Value of social enterprising (economic and social return) ->
    • Use of immigrant talent and desire to succeed->
    • Entry into TeleCare / TeleHealth market ->
    • Verification through community and academic Kent State University (College of Nursing), others → advance role of nursing -> new structure of caring
  • Potential of creating large scale social economy impact.

EPIC High Value, High Impact Products
Bridging Patients’ Healthcare & Lifestyle with Advance Telehealth Technology

Vital Signs and Activities of Daily Living (ADLs) monitoring at home!

- Thermometer
- Data Centre
- Digital Scale
- BP Monitor
- Oximeter
- Glucometer
- Motion Detector

Case Study
TeleCare / Health Kit Combined
• The Partners behind the Social Enterprising Model
  • Human Endeavour’s EPIC
    • Not-for profit
    • Community at large
    • City, Region
  • Infiniaims Inc.
    • Socially responsible for-profit
    • Newcomers
  • Kent State University – College of Nursing
    • Test site and implementation
  • Funders/Governments
• Others, academia...

The Partners
• In the wake of the learning of the foregoing case study and Human Endeavour’s other work on social economy, innovation and social enterprises, we propose:
  • Social enterprises should focus on **high value and high impact** innovations to raise social economy profile, make a significant impact and address critical challenges
  • **Broad based collaborations** with shared incentives between non-profits, social entrepreneurs, businesses and academia by pooling of resources and complementary expertise with manifest social responsibility should be promoted to expand the scope of impact
• **Role of universities in rural areas** like Kent State University, Salem, OH, USA should be strengthened through advance collaborative research, innovation and development; thus stimulating regional economic development by promoting social entrepreneurship.

• **Social enterprises** based on blended return, are the best entities to tackle large socio-economic challenges and thus EPIC entered into this domain. Others can follow this example.
Thank You

Noor Din, Founder and CEO of Human Endeavour (www.humanendeavour.org), strongly believes in outside the box thinking and community lead programs to bring much needed innovations in health, economic and social sectors and to make a meaningful difference for the marginalized in timely fashion. Several of his programs have received local & national awards and recognitions. Noor is an affiliate member with Centre of Excellence for Research on Immigration and Settlement (CERIS) at York University and has contributed research papers at national and international level. www.humanendeavour.org email: noor.din@humanendeavour.org

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