Daily Healthcare Services
Development & Demonstration Project

Benefits of participating a demonstration project

As Personalized Wellness Care being a growth engine and as intelligent IoT being a platform, this project has been brought to itself through K-ICT strategy

19 Future Growth Engine Industry

Growth Engine	5G Mobile Network	VR Contents	Deep Sea Plant	Platform	Intelligent Semiconductor	Converging Materials
	Smart Automobile	Renewable Energy Hybrid	Intelligent Robot		Intelligent IoT	Big Data
	Disaster & Safety Mgmt.	Personalized Wellness Care	Wearable Smart Device			

K-ICT's Core Strategy

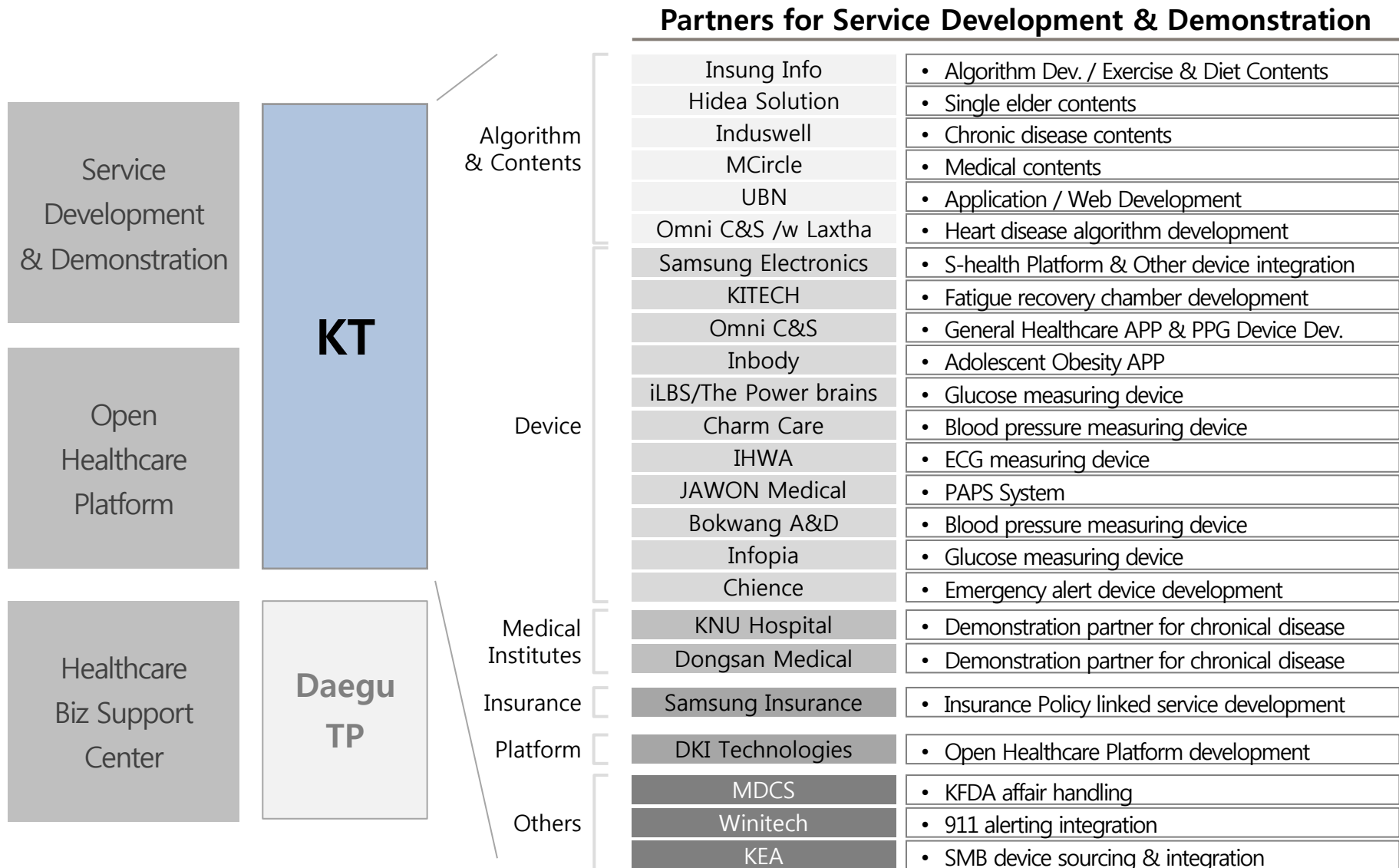**Personalized Wellness Care** ➕ **Intelligent IoT** ＝ **Daily Healthcare Service Demonstration Project**

To promote wearable based Personal Healthcare Services market and
to nurture Small-Medium-Businesses in this sector

Goal	**Through implementing demand-supply linked Healthcare Demonstration Site, "Improve public's QoL and promote IoT based healthcare industry"**
Description	Based on MISP's IoT + Mobile convergence strategy, evaluate feasibility of Personal Healthcare Service (PHS)
Budget	USD 20 M over 3 years (1st Year: 8.5M / 2nd Year: 6.8M)
Demonstration Period	May 2016 ~ December 2017
Project Scope	Service Development & Demonstration / Open Healthcare Platform / Healthcare Biz Support Center

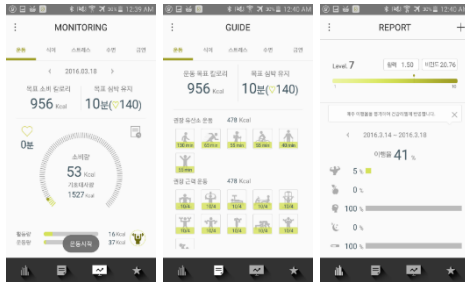Created a foundation of ecosystem of mutual benefits among participants

Partners for Service Development & Demonstration

Category	Partner	Description
Service Development & Demonstration		
Open Healthcare Platform		
Healthcare Biz Support Center		
KT		
Daegu TP		
Algorithm & Contents	Insung Info	• Algorithm Dev. / Exercise & Diet Contents
	Hidea Solution	• Single elder contents
	Induswell	• Chronic disease contents
	MCircle	• Medical contents
	UBN	• Application / Web Development
	Omni C&S /w Laxtha	• Heart disease algorithm development
Device	Samsung Electronics	• S-health Platform & Other device integration
	KITECH	• Fatigue recovery chamber development
	Omni C&S	• General Healthcare APP & PPG Device Dev.
	Inbody	• Adolescent Obesity APP
	iLBS/The Power brains	• Glucose measuring device
	Charm Care	• Blood pressure measuring device
	IHWA	• ECG measuring device
	JAWON Medical	• PAPS System
	Bokwang A&D	• Blood pressure measuring device
	Infopia	• Glucose measuring device
	Chience	• Emergency alert device development
Medical Institutes	KNU Hospital	• Demonstration partner for chronical disease
	Dongsan Medical	• Demonstration partner for chronical disease
Insurance	Samsung Insurance	• Insurance Policy linked service development
Platform	DKI Technologies	• Open Healthcare Platform development
Others	MDCS	• KFDA affair handling
	Winitech	• 911 alerting integration
	KEA	• SMB device sourcing & integration

Six services were developed and 2,700 participants are trying it out since Nov. 2015

Demo. Services	General Healthcare	Chronic Disease Mgmt.	Adolescent Obesity Mgmt.	Emergency Alert	Air Force Fatigue Recovery	Int'l Collabo. Diagnosis
Desc.	Exercise, Diet, Sleep & Stress Mgmt.	Blood Pressure, Glucose Tracking	Strength, Obesity Management	Emergency Monitoring & 911 Alerting	Chamber for Fatigue Recovery	Collaboration btw Hospitals
TAM	General Public	Hypertension, Diabetic Patients	Middle School Students	General Public over 60s	Air Force Pilots	Hypertension Patients in Vietnam
Participants	Daegu City Citizen (1,000)	KP National Hospital Dongsan Medical (950)	Sanguck Mid. School (500)	Lotus Village The-K 3rd Age (200)		Vietnamese Hospitals with KP Nat'l Hospital (50)
Demo. Period	Nov. 2015 ~ Nov 2016					
Platform	Open Healthcare Platform					

Services Deliverables in 2015

< General Healthcare APP & Exercise Band >	< Emergency Alert APP >
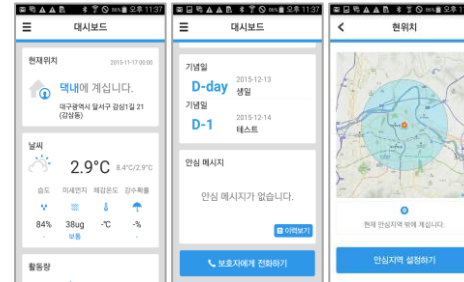
< Chronic Disease Mgmt. APP & Glucose/BP Readers>	< Int'l Collaborative Diagnosis APP >
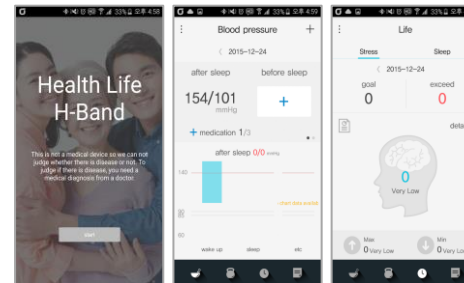
< Adolescent Obesity Mgmt. APP & Tracker Band >	< Fatigue Recovery Chamber for Air Force>
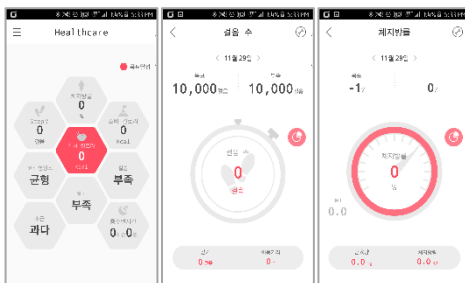
Various media coverage

< Money Today >

< ET News >

< TechM >

< ZDNet >

< Financial News >

< MK >

< Daegu MBC News >

Real world feedback on deliverables in 2015

Feedbacks from stakeholders as well as onsite VoC are collected through large-scale demonstration and thus we were able to determine feasibility of services and risks

Hassel Free

> " This one wearable can do bio readings as well as exercises !! "

> " Great to be able to measure free-weight exercises, like squart "

> " Don't like to manually making inputs to the services "

Want It Simple

> " Focused feature offering is better than diverse features "

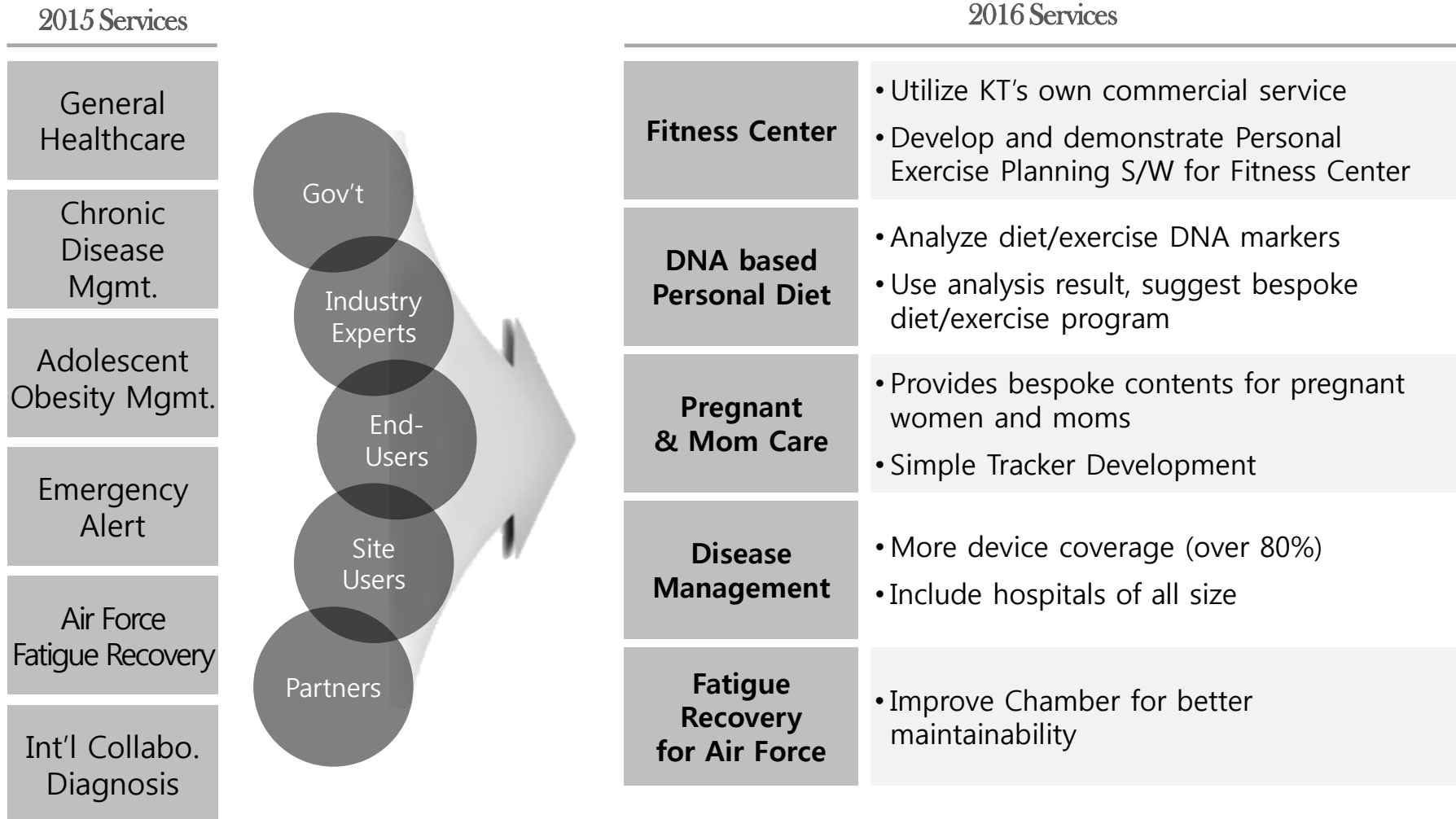> " It was not easy to find right menu as it is too complex "

But in Control

> " I want to choose my program but not by watching "

	Implications Deducted
General Healthcare	• Sleep, Stress contents doesn't interest users • Focus on exercise monitoring • Not to dictate what user should do
Chronic Disease Mgmt.	• Small/medium sized hospitals needs to be onboard • Automate as much input as possible for users • Focus on tracking record of measures from devices
Adolescent Obesity Mgmt.	• Automate as much input as possible for users • Focus on obesity management functions
Emergency Alert	• Minimum input as possible for users • Outdoor devices are not currently adequate
Air Force Fatigue Recovery	• Simpler maintaining of chamber required • Consider use of chamber in different climates
Int'l Collabo. Diagnosis	• Automate as much input as possible for users • Focus on tracking record of measures from devices

Demonstrations planned in 2016 has reflected feedbacks in 2015,
and thus we expect more services to be commercialized

2015 Services

General Healthcare

Chronic Disease Mgmt.

Adolescent Obesity Mgmt.

Emergency Alert

Air Force Fatigue Recovery

Int'l Collabo. Diagnosis

Gov't

Industry Experts

End-Users

Site Users

Partners

2016 Services

Fitness Center	• Utilize KT's own commercial service • Develop and demonstrate Personal Exercise Planning S/W for Fitness Center
DNA based Personal Diet	• Analyze diet/exercise DNA markers • Use analysis result, suggest bespoke diet/exercise program
Pregnant & Mom Care	• Provides bespoke contents for pregnant women and moms • Simple Tracker Development
Disease Management	• More device coverage (over 80%) • Include hospitals of all size
Fatigue Recovery for Air Force	• Improve Chamber for better maintainability

Participating in a demonstration project, helps you to maintain business sustainability

Business & Service Development Transformation

1

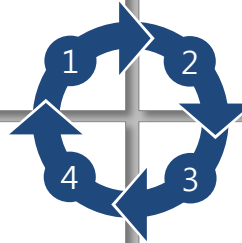**Concrete feedbacks from demonstration with tangible services**

2

Mitigate financial burden for devising and/or improving service

4

Improve Business Sustainability

3

Opportunity for foundation of mutually beneficial business ecology

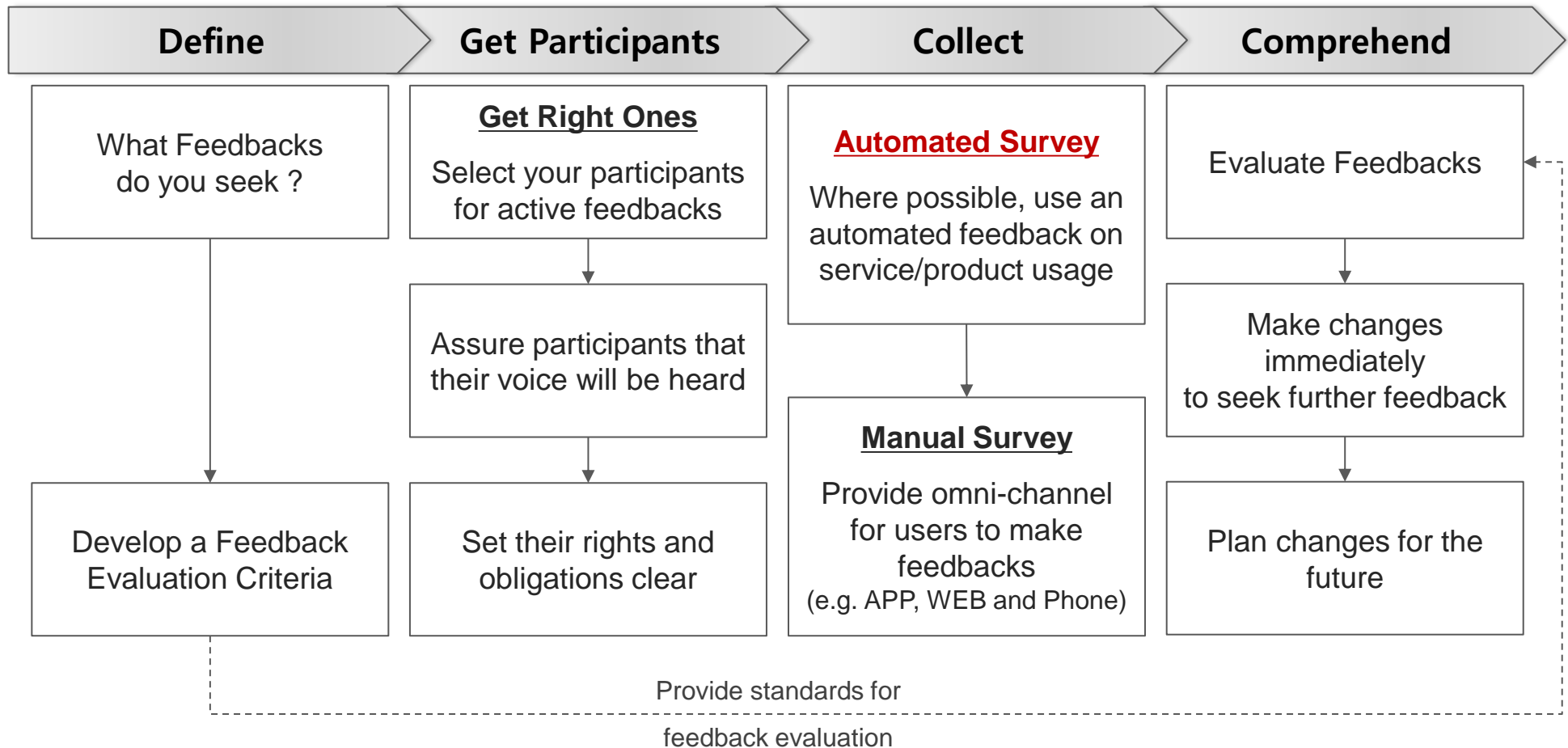| User	Market	Technology	Cost & Risk
• Narrow down to potential users • What offerings make a satisfying user • Filter out functions that we must or may or must not incorporate into services	• Identify an effective channel partners • What offerings make a satisfying user • Outlines feasible approach to create new services & products	• Determine technological feasibility of key functions identified • Better ways to apply technology e.g. Battery issues on real use of IoT • Evaluate technological competitiveness	• Identify risks before the commercialization of product/service • Cost effective development process • SMBs should benefit from above

Managing Feedbacks

To ensure good feedback, not only need you to set your process right,
but you also need to have right people participating in your demonstration projects

Define

What Feedbacks
do you seek ?

Develop a Feedback
Evaluation Criteria

Get Participants

Get Right Ones

Select your participants
for active feedbacks

Assure participants that
their voice will be heard

Set their rights and
obligations clear

Collect

Automated Survey

Where possible, use an
automated feedback on
service/product usage

Manual Survey

Provide omni-channel
for users to make
feedbacks
(e.g. APP, WEB and Phone)

Comprehend

Evaluate Feedbacks

Make changes
immediately
to seek further feedback

Plan changes for the
future

Provide standards for

feedback evaluation

Thank you | kt