

# WG Ageing Population

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## **Working Group Ageing Population**

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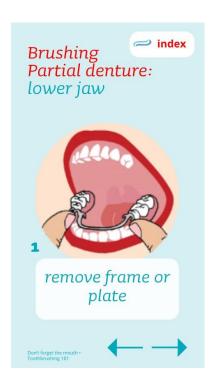
Oded Ghelfan





- Sponsoring of our toothbrushing Webapp
  - First meeting with Colgate
  - Showing a good will to sponsor our project
  - Setting many conditions









## • Colgate's conditions :

- Graphics are not very professional -> must be changed
- IT company should not only maintain the app but also update it according to the feedback of the users
- Run the app in a pilot country, collect feedback and proceed changes before spreading spreading the app in europe. Colgate proposes Switzerland as pilot country
- Colgate wishes written plan on how we would implement app Europe wide.
  Need a prove that the app will be used for several years.
- Needs a feedback on haw many people use the app.



## • Fullfilling Colgate's conditions means :

- Professional support
  - App realisation, developement and maintenance
  - Data protection
- Financial ressources
- Human ressources
- Time



#### What next?

- Uploading existing material on ERO Homepage
- Contacting other companies for sponsoring
  - We still keep in mind the possibility to give away our idea to the sponsoring company as we don't have the requested knowledge and time to develop the app ourselves,
  - Conditio sine qua non :
    - we keep control on the scientific content.
    - Data protection is granted
    - ERO logo is prominently featured in the app



#### • Further considerations :

- We opted for a webapp rather than an app for financial reasons
- As our project will be financed by a sponsor, we can afford to develop an application that will be much more appropriate for the target audience.
  - User friendly
  - Problem of Wi-Fi or mobile data / internet access
- The target audience for our application will initially be care givers in nursing homes, followed by home-care staff



