

Basic Types of Economic Activity in the E-Health@Home-Sector

Orchestrator

Orchestrators coordinate networks for value creation. They implement innovative solutions by combining elements from the value chain of different organizations and companies. These elements already exist and/or are partly combined with new elements - therefore forming new value chains. The task of the orchestrator is to identify the best specialists in the fields of value-adding steps, to specify their cooperation with the network and to coordinate the network as a whole. By doing so the orchestrator produces competitive advantages for all network members. Typically, the orchestrator himself does not produce components for the networks' products or services; he is characterized by a low in-house production depth. He focuses on the coordination services for the network and the creation of necessary and economically attractive items along the value chain. The orchestrators' business model is the improvement of efficiency and effectiveness for the network through optimal coordination and combination of the value-adding elements. His work is accounted in fix amounts per activity/day/month etc. How partners in the network work together is defined by internal contracts. According to these contracts different types of networks - known as general contractors, undisclosed / open consortium or franchise systems from other sections - can be identified.

Insurance

Insurances provide individual coverage through collective risk prevention and share of risk. This basic type of economic activity finances certain services and products in the case of their occurrence and/or if it is assumed that certain incidents or conditions are very likely to happen. In most cases the customers have to pay fees in advance. In Germany there are three different types of insurances: compulsory insurances, private insurances and other insurances, which are partly regulated by state or by law.

Component Supplier

This provider type supplies functional components and/or end devices. Thus it can be differentiated between suppliers of components / end devices, which work isolated (standalone) and ones which have to be linked to other components and devices (linked). Examples for standalone devices in the E-Health@Home sector are blood pressure meters or scales. Examples for linked devices could be blood pressure meters or scales with the possibility to measure vital signs.

Integrated Health Care / Disease-Management-Program with Risk Assumption

This business model is characterized by efforts to avoid diseases and if applicable the supply of optional solutions for certain demands. At the same time the risks for the occurrence of a loss and the depending costs are covered. Through flat charges for care and treatment of customers with individual indications the risk for the occurrence of a loss and the responsibility for efficient and effective care are delegated to the business model. This outline shows that the appeal for prevention positively changes in this model. Accurate definitions for indications and standards for quality assurance are still needed. Depending on (national) regulations there are different models possible for integrated health care and Disease-Management-Programmes. They include risk assumption in the business model only in part. Without risk assumption this model becomes indistinguishable from the type of "Orchestrator". According to certain applications of this model and according to the relation between payers and benefit recipients, parts of the "Insurance"-type can also be identified.

Specialised Supplier

This type of business model covers different kinds of protagonists, which provide certain specialised services to benefit recipients, end customers, users or patients. These services can be medical (e.g. diagnosis, medical care, operations) as well as custodial or services close to home, which are indirectly connected to the health sector (e.g. a provider of barrier-free living conditions). Typically these business models appear to be potential component suppliers for "Orchestrators".

Infrastructure Provider

Infrastructure providers mainly supply primarily technical support for networks and the integration of protagonists in the health sector. They back operations and design the interfaces between activities and business processes. Moreover they offer services and band widths for adequate and fast communication between different partners and their subtasks. Therefore technical platforms (hardware and software) and networks are needed, which allow the protagonists (ambulant and stationary care providers) to make use of generally standardised services for information, communication and/or documentation purposes. Furthermore infrastructure providers can offer solutions for other requirements connected to health services (e.g. for energy generation and supply, structural infrastructure).

Community

This type of business model builds and coordinates homogenous groups that interact and cooperate socially and/or professionally. In this section we find communities of suppliers as well as of consumers. They can be differentiated according to the communities' purposes, regional dimensions, a possible time limitation and the use of media within the community. Amongst others there are communities of medical professionals, patient forums, self-help groups, unions and pressure groups.

Industrial Service Provider

Industrial Services Providers are all those, who enable other service providers to offer their services. The type of information brokers concentrates relevant information to increase the level of transparency for more or less complex topics. Therefore data is systematically collected, investigated, evaluated and cleared. Which data is collected often depends on the researches' purpose and specific, individual questions. Representatives for quality and security offer a reduction of uncertainties in these work-sharing operations. Their services cover all relevant tasks from certification and accreditation of particular service offerings or complete service systems up to the acceptance of trustee functions. The business model consultancy provides various consultancy services.

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