### DEMOGRAPHIC
- Dynamics and needs because of changing demographic vectors such as age, mobility, disabilities etc.
- Maintaining and strengthen the social structures in society in access to public services and private life

### SOCIAL
- Changes in the funding schemes and ability to finance service-levels and access to public services
- New enablers and possibilities due to technological development and innovation

### ECONOMICAL
- Pressure on most areas of public sector in the Nordic countries. (Budget cuts) Centralization of hospitals and forming of larger entities Alternative funding schemes from private pension funds and private enterprises Broadband communication enabling video and multimedia communication Embedded communication capabilities in home artefacts Integration of devices & services Easy authentication Rise of robotics & self-moving devices in care

### TECHNOLOGICAL
- Speech recognition - How can speech recognition and speech training technology enable 17 year old Sella to better manage her life? Can she continue and take charge of her own education?
- Technologies of understanding - Will Anja (age 51) be better prepared and more comfortable with her upcoming hip-surgery because of much improved access to information-sources about her situation?
- Motion interactive games in home rehabilitation - Jessica (age 12) is a teen girl with teen habits. So can gamification of the rehabilitation from her unilateral cerebral palsy make a difference?
- Internet-based activities, social media and older people. Can social media and tele-presence make Lilly less isolated in keeping her family close and enable her to interact with her peers?
- Telehealthcare - Tom is diagnosed with COPD. Can Tom be supported to change lifestyle and exercise habits through in-body activity sensors while at home in his preferred environment?
- Robot vacuum cleaning - John is living in a nursing centre where robots has entered. How will John and Yvonne (nurse) tackle their new “resident”?
### Trend categories

<table>
<thead>
<tr>
<th>Trend categories</th>
<th>Health Issues</th>
<th>Social Differences</th>
<th>Demographic Changes</th>
<th>Economic Challenges</th>
<th>Technological Innovation (Enablers)</th>
</tr>
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</tbody>
</table>

### Drivers

- **Individualism**
- **Autonomy**
- **Independency**
- **Fear of isolation**
- **Social interaction and networking through media**
- **Increased complexity and development speed in society**
- **Competition for money**
- **New family patterns**
- **Urbanisation**
- **Differences of services in municipalities**
- **Stronger demands for life quality**
- **Joblessness**
- **Social exclusion**
- **Encouraging collaboration between professions**
- **Less financial opportunities in the public sector**
- **Drive for effectiveness**
- **Growing elderly population**
- **Differences of services between social groups**
- **Medicalisation**
- **Rise in chronical and lifestyle related illnesses**

### Future Themes / Capabilities

- **Ageing in place**
- **Connecting families**
- **Care from a distance**
- **Managing everyday life**
- **Interdisciplinary**
- **Equality of access and services**
- **Collaboration between patients and professionals**

### How to read:

The roadmap above shows the relations between the “Why?” sections (Model and Trends & Drivers) and the “What?”-section - the scenarios. Each Scenario is related to a number of the Capabilities or Future Themes that represents the “How?” of the roadmap: where and how shall we strengthen our competencies and capabilities to accommodate the demands described in the scenarios and challenges from the trends and drivers for change.

The upper half of the table on the left shows the categories of trends and their support among the identified drivers. A mark with a [ ] indicates that the trend finds support in the assigned driver.

The lower half indicates how each of the future themes or capabilities are related or finds support in the trend-categories following these Relation / support-level values:

<table>
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<tr>
<th>Support Level</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Strong / High</td>
<td>This indicates that the theme or Capability is central or of very strong importance in the assigned trend and the supporting drivers</td>
</tr>
<tr>
<td>Medium</td>
<td>Indicates that the theme is of some relevance of some importance.</td>
</tr>
<tr>
<td>Weak / Low</td>
<td>Indicates a relation to the trend and drivers but of no vital importance</td>
</tr>
<tr>
<td>Very Weak / Very Low</td>
<td>Indicates a very weak support relation between the trends and drivers and the assigned Capability</td>
</tr>
</tbody>
</table>
ROADMAP