First a few words about myself:
My mother suffered from dementia, I have accompanied her seven years at home and thirteen years in nursing homes. That means for 20 years at the end of the day.
I have learned that it makes a big difference, whether I know what symptoms cause dementia or whether my own mother suffers from dementia and my own life is affected by it.
In addition to my everyday household-life with husband, three children and my own professional activities, I took over responsibility for organising my mother's life 24 hours a day, 365 days a year.
In addition to physical exertion, the mental-emotional challenge was great.
I had to move a lot of things in my heart.
After my mothers death, I decided to do what I can that we, the citizens, would reflect and discuss what we need to take care of our relatives and:
What do we really need to live our own lives in a self-determined way.
I asked: How can digital offers be successful in assisting?

The present situation is:
Our relationships have changed. People often no longer live in stable, sustainable close connections.
There are „my children - your children - our children , there are "rainbow-families".
A traditional father - mother - child - family with a marriage certificate, in which a father works and a mother takes care for the children and for the elder ones are no longer the main forms of living together.
The current concept of family must be redefined.
Demographic change is one of the greatest challenges in all industrial countries and in a
globalised world.
Demographic change can reach every single one of us beyond our professional activities.
It is therefore our task to decide what our common future should and will look like.

Only together and with the help of intelligent technology we will be able to handle challenges of tomorrow.

So let me come to the future:
Age will mean independent living, self-chosen activities including digital support services.
The use of digital networks by older people will increase.
Support will be based on an individual mix of help from people close to them, on digital networking and digital communication even over long distances.
We need intelligent technologies and digital solutions that connect people who need supporting structures.
Family members, neighbours, friends and other persons will communicate, exchange informations and help each other by using digital services.

The Users perspective will become more and more important:
Offers and services must be demand-orientated and also affordable.
We, the users, will only buy offers we accept! They should bring joy and quality of life. They should not only be „useful"
We must be aware that a new generation of "old people" and also a new generation of sons and daughters and of other caring persons in a changing world will follow.
Please do not underestimate the complexity and multi-dimensionality of the topic. It is not just an elderly person whose life we are talking about, it is a person whose education has been completed and who has a lived life full of worthy experience in her luggage.
These persons haven not waited for us to think and act for them and to talk and research about them.
Digital support is gladly accepted and used if it really relieves the burden of everyday life, is fun and creates positive emotions.
Let us be aware that a new generation of "old people"and a new generation of caring relatives is coming
We will only buy and use offers we like and who bring us a real benefit in our everyday life.
So: Ask us, the useres, involve us, take us on board, profit from our user-experience!

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