



The Journey of a social enterprise

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27.02.2020 | Ööbikuoru, Võrumaa

Prologue | 2009

- **Personal need for a change**
- **Social impact vs business as usual**
- Uncovered social care service:
Personal alarm service for elderly and people with physical disabilities

Why? | 2010

- Mission: **provide every person** - regardless of their age, illnesses or disability - a **safer independent life** at their own home.
- **We do believe** that elderly and people with disabilities **must and can have a safe and independent life!**



To whom?



- Users are mainly **elderly** and **people with physical disabilities**
- ~60 000 physically disabled persons
- In 2020 there are ~250 000 people at the age of 65+ = 20% of population
- By 2040 there will be 408 000 people at the age of 65+ = 28% of population
- In **Finland** there are ~80 000 daily users, in **Sweden** ~160 000.
- **Demand in Estonia:** 21-22 000 prs

With what?

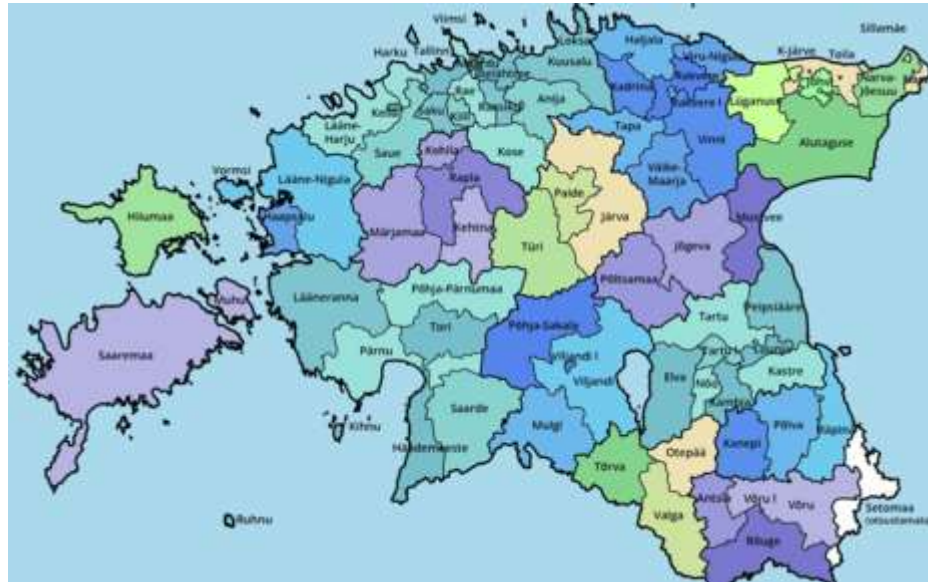


How it works?



- **Press a single** button or fall sensor detection in case of a fall, health issue or an accident
- Help Center operator will **speak with a person** via care phone:
 - a) solve an issue herself;
 - b) inform a contact person;
 - c) call an ambulance, a police, a fire brigade or Medi Help brigade

Co-op with local municipalities



- **79 local municipalities**, including 15 cities
- Co-operation with over **20 municipalities**
- **75% of users** via local municipalities incl. Tallinn
- 85% of users via local municipalities from Tallinn
- 27% of users via local municipalities excl. Tallinn

Service in Tallinn | 2017

- Won a tender on December 28th 2017
- Start of a service in February 1st 2018
- From 225 users in 2018 to 355 in 2020
- 24/7 Medi Help brigade with a nurse
- Very safe key management
- Monthly reports
- Win-win-win situation



Personal Alarm Service - a true win-win

- Users live longer and more safely at home, instead of moving to a care home
- Safety for a user & peace of mind to all who care
- Quicker help in case of an emergency reduces long-term health issues and cost for health care
- Relatives can work, earning salary and pay taxes
- Care home ~800€ vs 24/7 service 22-53€ saves users, a family or a municipality ~750€ monthly
- 35 yrs of proven solution in era of aging societies

A true win-win-win: users, family members, all who care, local municipalities and the state!

Accomplishments | 2010-2020

- Over **8300** alarm calls
- Over **3000** situations with on-site help needed
- At least **59** lives saved



Safe independent living for everyone!

Medi personal alarm service

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