

**112Motion**  
Smarter Healthcare  
Self-activated prevention and personal healthcare

**EncourAGE**



the ‘Neighbourhood’ as the hinge to deliver preventive care  
[with the aim] of encourAGING behaviour change.

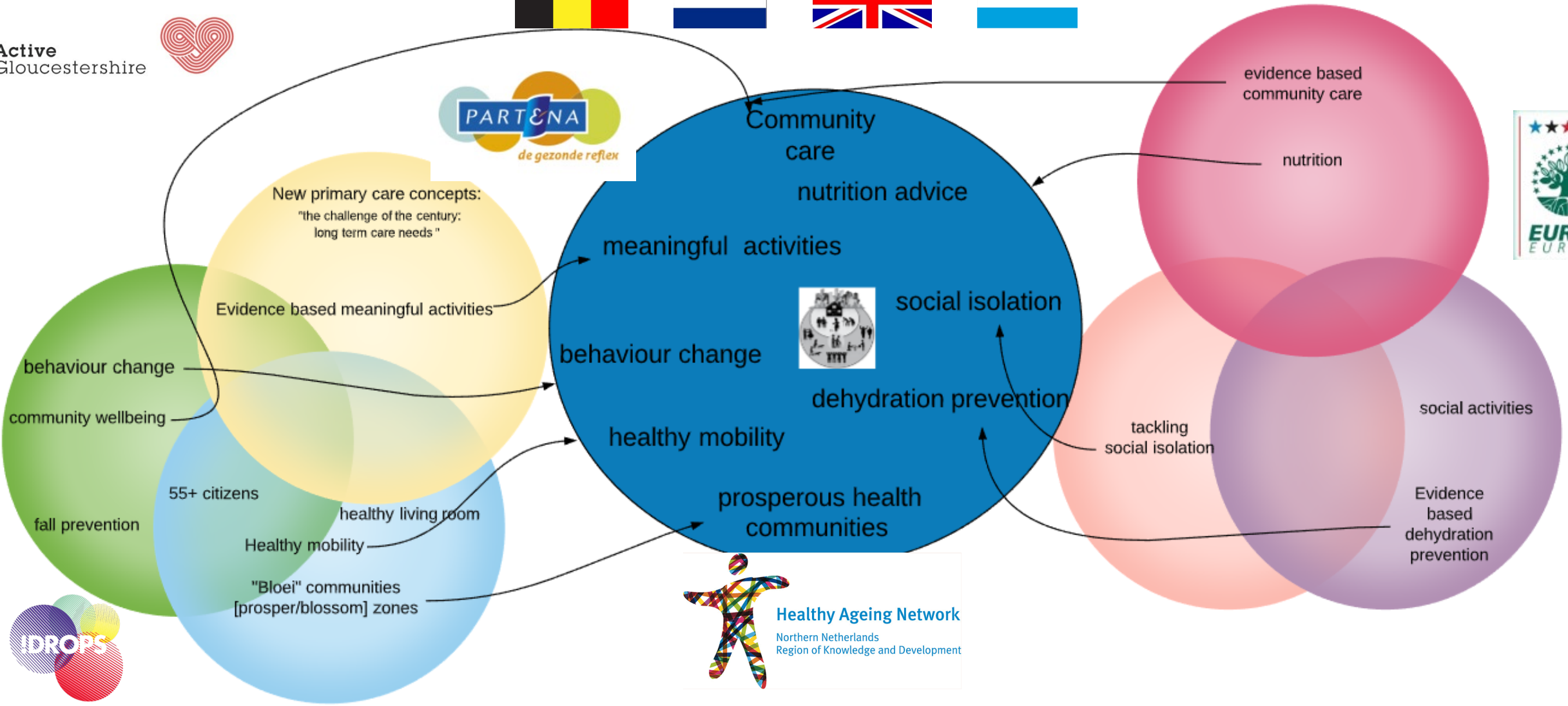
Nanno van der Laan - AAL info day 28 January 2021

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[www.112Motion.com](http://www.112Motion.com) | [www.encourage.care](http://www.encourage.care) | [www.TheCare.Watch](http://www.TheCare.Watch)



Active  
Gloucestershire



- Create and implement an evidence based, Community Health suite [Cloud IT, mobile & voice apps and wearable/mobile devices], with **best practices** and **standards**.
  - **meaningful activities** will ‘activate’ users, physically/mentally, supporting **lifestyle changes**
- Provide evidence on relative cost reductions [RCR]
  - healthcare costs in our health communities increase less compared to expected costs of the non-EncourAGE communities.
- Shaping solutions to “**add 5 years to the healthspan of citizens**”
  - Insurance companies & Ministries of Health as ‘orchestrators’ for promotion and prevention;
- Validate a scale-up strategy by establishing partnerships with municipalities empowering innovative ‘health network’ providers such as HANNN and Active Gloucestershire
  - demonstrate a preferred ‘road-to-market’

**Looking for**  
[health] insurers,  
municipalities,  
care providers,  
communities and local initiatives ...  
in



... and co-create the standard for a new social,  
motivational, infrastructure, supporting  
our everyday lives

