RETHINKING CARE

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Denture cleaners are used less than you might think.

Thanks to good dental care and preventive dental treatment, a large portion of people will be able to keep their own teeth into old age.

Just one example of why we are rethinking care.
# CARE Fields of Research

<table>
<thead>
<tr>
<th>CARE Field</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>CARE Classic</td>
<td>Remedies and aids</td>
</tr>
<tr>
<td>CARE Living</td>
<td>Care living arrangements</td>
</tr>
<tr>
<td>CARE Work</td>
<td>The world of care work</td>
</tr>
<tr>
<td>Smart CARE</td>
<td>Care technologies</td>
</tr>
<tr>
<td>CARE Socials</td>
<td>Care market &amp; social policy</td>
</tr>
<tr>
<td>CARE Finance</td>
<td>Care funding</td>
</tr>
<tr>
<td>CARE Mobility</td>
<td>Mobility in care</td>
</tr>
</tbody>
</table>

## CARE Expert study

2021/2022
Cooperations (with startups)

Care as a strategy topic

Development in the direction of ‘affected persons/patients’ (B2C/DTC)

Ipsos CARE market research:
- What requirements do care-relevant target groups have for products and services?
- Do the innovations meet the needs of the recipients?
CARE LIVING (CARE LIVING ARRANGEMENTS)

SHIFT FROM THE OLD STYLE OF CARE HOMES TO ASSISTED LIVING

Urbanisation with freedom in safety

Absolute flexibility of services/self-determination

Lifestyle & prevention

Marketing

Ipsos CARE market research:
• Where and how do people want to live/be cared for in old age?
• What will the urban development of the future look like and how will it be built?
We are experiencing a generational change...the young wild ones, as we call them. Nowadays, there are many good and educated specialists who also have the digitalisation mindset. But with Lieschen Müller, who has had her care service in the countryside for 30 years, there are naturally feelings of trepidation.

Software interfaces

Accompanying technology & sensors for long-term residence at home

Gamification for affected persons (e.g. virtual reality with eye control)

Ipsos CARE market research:

- What does a smart home need to ensure safe care?
- What about digitalisation in inpatient care facilities – Care 4.0?
CARE WORK (THE WORLD OF CARE WORK)

SKILLS SHORTAGE

RECONCILIATION OF CARE AND WORK

Employer attractiveness

Internal structures (values, leadership, salary, working hours)

Equipment

Compatibility of care & profession (also outside of care)

Ipsos CARE market research:
• What do employees expect from their employers in the care sector?
• How do attractive care facilities and companies position themselves?
• What is the everyday life of care professionals like?
Target groups

- Care households
- Professional care
- Industry / Economy / Manufacturer
- HCPs (doctors, therapists, pharmacists etc.)
- Health insurance companies / care support points
- Employer care

Brands & Image

Needs research

Innovation
THE 5TH CARE CLIMATE INDEX 2022

Market research partner
Partner of the German Nursing Day Berlin
www.care-klima-index.de
Online study with five research areas

SINCE 2017
1,500 – 2,000 respondents from 13 target/professional groups
Great potential and need for action in the measures presented: If you compare the stated ‘very good suitability’ of the measures with the actual current/future use of these, large discrepancies become apparent, i.e. the proportion of potentially interested customers is clearly higher.
CARE FOR YOUR COMPANY

TO DOs

Create **awareness** of the mega-market CARE

**Focus** on the needs of the ‘new old’ across sectors

**Turn** your ideas into (marketing) activities

RELY ON CARE
MARKET RESEARCH

© Ipsos CARE | Rethinking CARE
You can learn more about our care market research here.

Please email me if you have any questions:
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I look forward to hearing from you!

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Ihre Stephanie Hollaus
THANK YOU FOR YOUR ATTENTION!

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