

PUBLIC INTELLIGENCE
Billedskærervej 17, DK-5230 Odense

PUBLIC INTELLIGENCE

IN NUMBERS

100+ PROJECTS

with focus on welfare and
healthcare innovation



Collaboration with
**10+ UNIVERSITIES AND
RESEARCH INSTITUTIONS**

**37 MUNICIPALITIES,
50+ COMPANIES &
1 PUBLIC HOSPITAL**

partners
and/or use our services

1 CITIZENS PANEL

for test and validation

1 EXPERT PANEL

with experts from the health sector



9 LIVING LABS

in DK and UK for tests

1 TEST CITY

in Svendborg

1 IoT Lab

in Odense



**100+
TECHNOLOGIES
TESTED**



**26
DESIGN TOOLS**
developed

**300+
LECTURES COMPLETED**

**200+
WORKSHOPS HELD**



Cooperation on projects in
11 COUNTRIES
worldwide

Public Intelligence works with health and care innovation

Public Intelligence is a private consultancy working on health, social and welfare innovation.

In Denmark Public Intelligence advises municipalities and hospitals on developing future proof health– and welfare services and advises private companies in how their technologies can support future welfare and healthcare in Denmark.

We do innovation and product testing

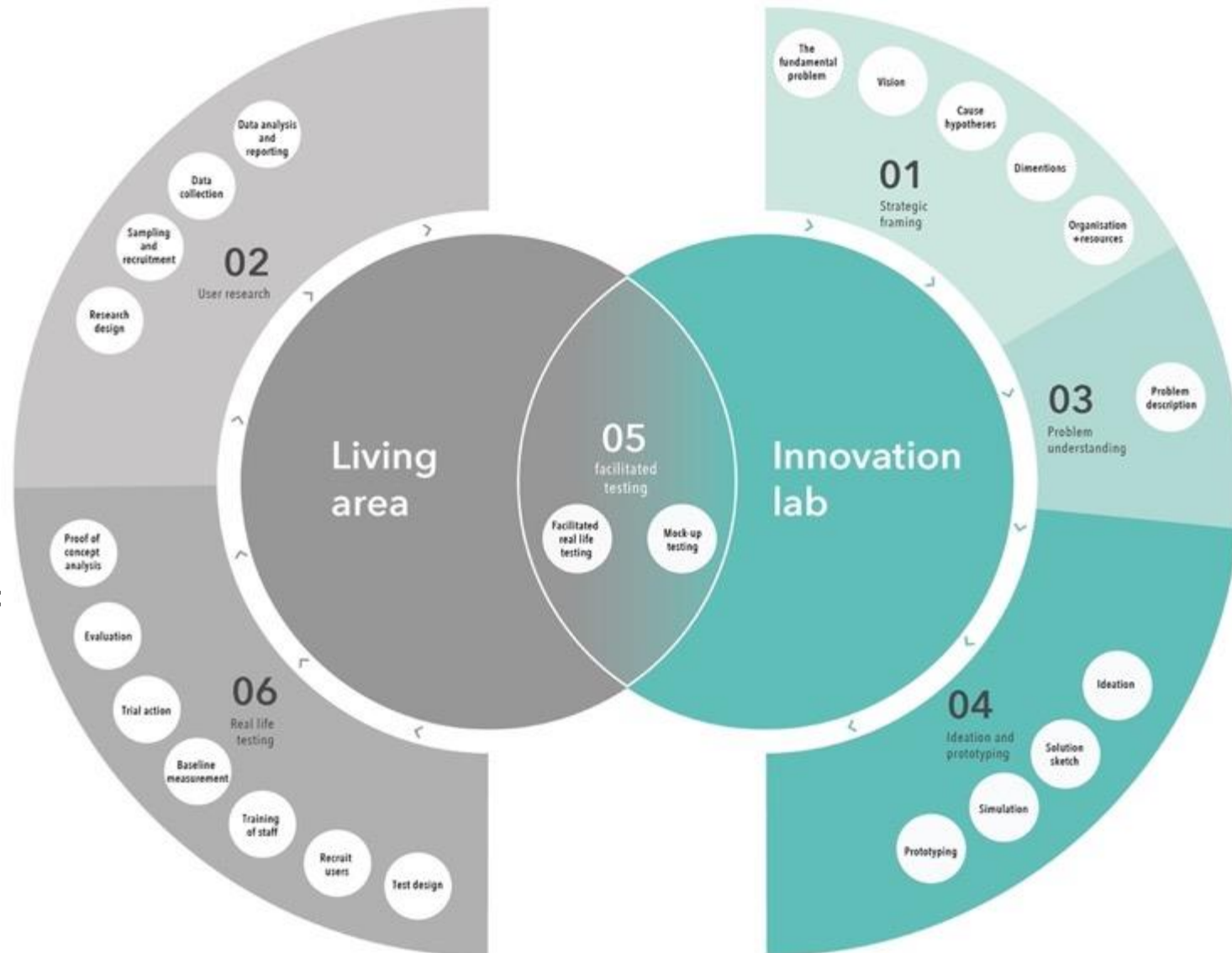
- Health and care innovation work with the public sector, to create better services for the citizens in hospitals and within homecare.
- Testing technologies for private sector companies, to create better products and technologies for the market



We have build a Living Lab Methodology

We are using our own methodology as a tool for testing and developing products for the future healthcare in collaboration with the healthcare sector.

The methodology is based on 6 steps and requires a strong approach systematic innovation.



Living Labs as a bridge to the public sector i Denmark

Public Intelligence are specialists in using Living Labs as a part of a systematic innovation methodology. A Living Lab is a key tool for testing and creating health innovation. It's a safe-haven for ideation, testing of new ideas, prototypes or actual mature products in real life settings. A living lab can both be physical and virtual.

Examples of living labs

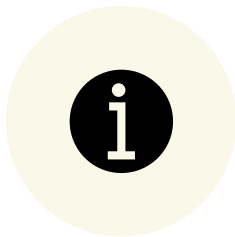
- Simulation setup Public Intelligence
- Show- and training room in Nordfyn
- Rehabilitation apartment Billund
- 25 families in Middelfart
- Nursing home in Faaborg Midtfyn
- 'Erhvervsfyrtårnet' – Danish Life Science Cluster



Minebea Mitsumi



Minebea Mitsumi



INFO

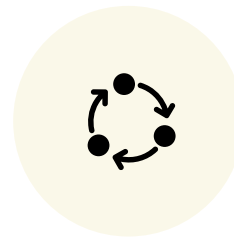
FROM INDUSTRIAL WEIGHTS TO THE HEALTHCARE INDUSTRY

Large Japanese company, specialized in industrial weights, in precision and quality of industrial gauges and other elements.



CHALLENGE

Crossing over from one industry domain to another being a complicated process, and with no experience in user driven feedback into the health- and welfare area.



METHOD

Two functioning prototypes, installed at Public Intelligence's Simulation Hall.

100+ simulation demonstrations

3 workshops

Desk research validated by expert interviews



RESULT

Valuable process that collected many users' insights and feedback that they could directly use and implement into developing their product further. Identification of area to start with sharp set of recommendations to be prepared on how to proceed.

AmbiGate



AmbiGate



INFO

HOW DOES A COMPUTER GAME TURN INTO A FUN WAY FOR REHABILITATION AND TRAINING FOR ELDERLY CITIZENS?

German company specializing in gamification rehabilitation systems.



CHALLENGE:

Change of primary area to another one – from active adults, sitting at an office to rehabilitation and training of elderly. Exploring new market opportunities.



METHOD

Creating a simulation set up. Recruitment and planning of two focused workshops – 1 with elderly and 1 with healthcare professionals. Demonstration, test and feedback from both citizens and therapists.



RESULT

Establishing which area should AmbiGate focus on when entering the new domain. Suggestions on what was perceived as meaningful and valuable to the users and how could AmbiGate develop the new product better. Market size potential in Denmark with recommendations on what should the next steps be.

MindSpire



MindSpire



INFO

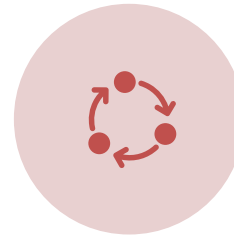
HOW DO WE SET OUR MINDS IN THE RIGHT FREQUENCY?

MindSpire is a start-up UK company that developed a product that would make it possible for people to easily find their inner peace, meditate, listen and train their brain waves and through the use of stimulation of the vagus nerve to potentially provide non-invasive treatment to symptoms such as anxiety, stress and depression.



CHALLENGE:

A small company that was still working on the design of the product and had no user insights or feedback on what should it look like, what functions should it include, and which segments they should focus the most on. They were also curious to explore the potential of a new market entry.



METHOD

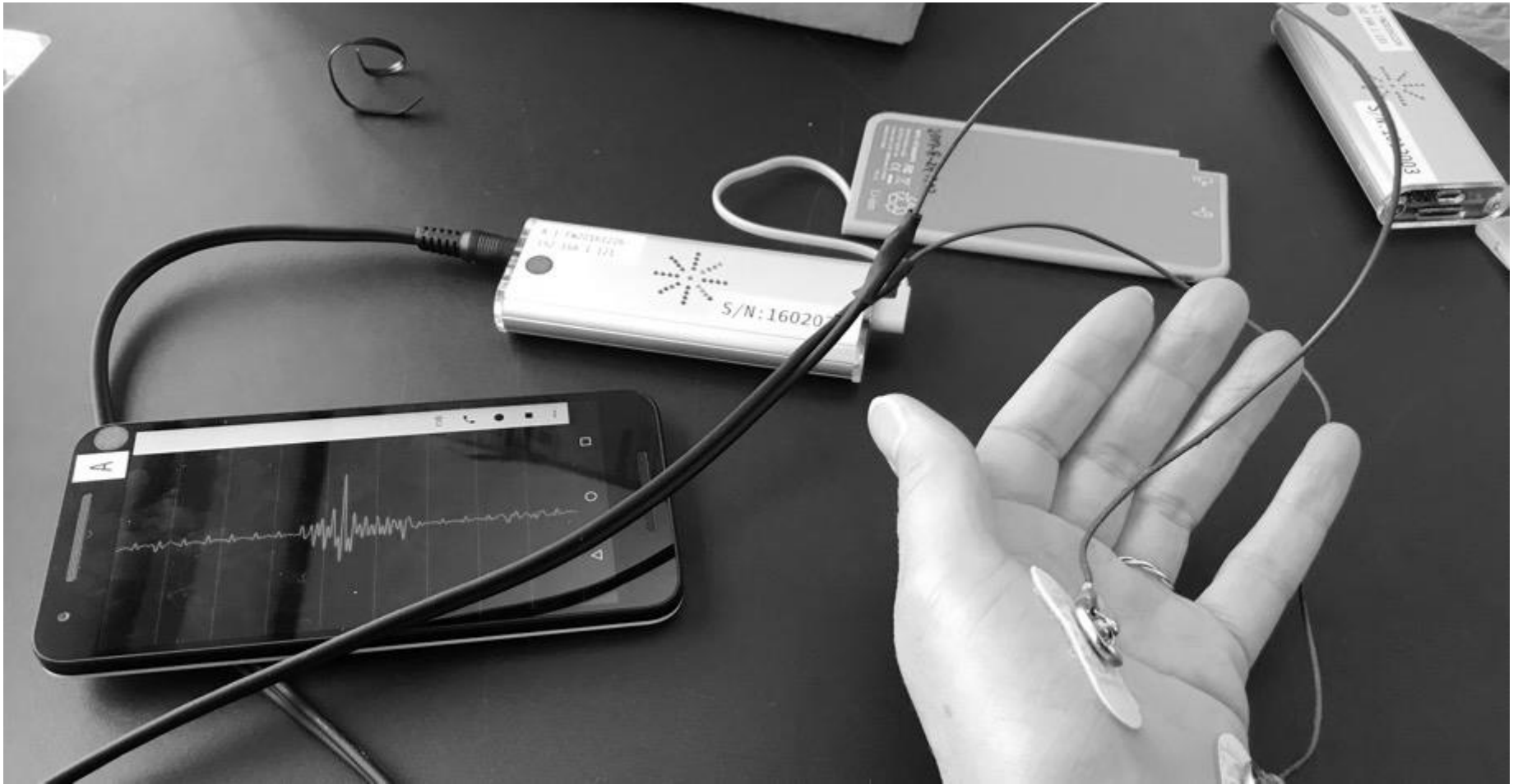
Recruitment and set up of for a focused workshop with representatives from different target groups. Desk research and validation of findings through interviews.



RESULT

Pinpointing the areas that would be most relevant to the users and the design that they would be willing to go with through a couple of suggestion sketches and a brainstorming session.

HiSC



HiSC



INFO

Human intelligence System Consultants (HiSC) is a Japanese tech company, specialized in producing solutions for the automobile industry.



CHALLENGE

Crossing over from one industry domain to another being a complicated process. They were curious to explore if there is any potential to go into the healthcare sector with their product and what could the potential target groups be.



METHOD

A couple of early prototypes were tested and monitored at Public Intelligence.
The prototype was demonstrated to different stakeholders in the healthcare sector.
Desk research validated by expert interviews



RESULT

Valuable process that collected insights into the Danish healthcare and welfare sector and gave input on which target groups were possible to begin tests with and recommendations on how the test could be performed were given.



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