

Blended course

(Re)discover seniors

**Learn to create better services and products
for your older client and customer**

OCTOBER 31 - NOVEMBER 1 2017

LEIDEN, THE NETHERLANDS



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Table of contents

Why is customer discovery important?	3
For whom is this course?	4
What can you expect?	5
Learning goals and outcomes	6
Programme	7
Detailed course schedule	9
Your instructors	13
Online learning	15
Registration	16
EIT Health	17
Contact	18



Why is customer discovery important?

An increase in life expectancy and a decrease in birth rate are shaping demographics all over the world. In higher income countries, the proportion of the population aged 60-plus has increased from 12% in 1950 to 22% in 2010, and will increase to 32% by 2050. These changes will occur at an even faster rate in lower income countries. This makes ageing a driving force in changing the agendas of nations, institutions, and corporations. Aging poses challenges and offers opportunities related to the consumer market, the labor market, pension funds and social security. From the older citizen's point of view, questions emerge about maintaining vitality and living a meaningful life until a very old age in a society that is inclusive for older citizens. The consequence for the healthcare and public sector is that we need to make choices in the services and products we develop and the way we organise care for older individuals.

Knowing what matters to older citizens is crucial. To make choices that are close to the heart of older citizens, we should aim for what seniors themselves find most important in their lives. What makes them happy? What are their desires, goals and values? It is only in this way that we can develop the innovative products and services that can create value for older individuals and for our communities.

Talking with your senior clients and customers about their wellbeing, wishes and ambitions can contribute to tailor-made products, services and care. Potential benefits of this approach are better products and services in more suitable conditions and environments for the ageing population. Examples are living environments, working conditions and healthcare facilities. Not only does the focus on wellbeing, wishes and ambitions bring your services closer to the heart of older adults, there is also a positive relationship between wellbeing and health, healthcare use and lower costs. Let us rethink the way we do business in this new demographic reality, so we can all benefit from the increase in longevity.



Professor Joris Slaets
Director of Leyden Academy on Vitality and Ageing

For whom is this course?

Are you looking for ways to (re-)orient on your products, services and business models?

This course is meant for professionals - working in non-profit and for-profit organisations and companies - who wish to (re)discover their senior client or customer, in order to create better services and products for their target groups.

In this course you will become acquainted with what matters to seniors and in which ways you can orient your organisation towards the wishes and ambitions of seniors. The core focus of this course is on customer or client discovery. This is an essential step to develop services and products and set priorities in care, products or services that matter to older individuals.

- Policy makers can become acquainted with the principles of wellbeing of seniors, how to address this and how to change the vision and policy within their organisation.
- Team and location managers can (re)discover wellbeing from seniors' perspectives and help their team in figuring out wishes and ambitions of their clients to make these the core priority.
- Consultants and coaches can become knowledgeable on what wellbeing means for seniors and find ways to assist customers that wish to (re)orient themselves.
- Communication and marketing managers can become knowledgeable on how to address seniors and what priorities they may have. In their marketing and communication efforts they can apply these insights and come closer to the lifeworlds of seniors.

What can you expect?

In this course, you will become inspired by the stories of organisations that have made seniors' wellbeing the cornerstone of their businesses. You also learn about the wishes and ambitions of seniors on a group level. This course is not just about knowledge, but much more about hands-on development of how you can integrate or approach the wishes and ambitions of your senior clients or customers in your organisation or business. We take you along the path of your own customer (re-)discovery with several techniques. You discover ways of integration with the guidance of expert coaches.

Before the workshop days on 31st of October and 1 November we expect you to prepare a moodboard about wellbeing and to read the recommended literature in the online learning environment. More details will follow after you have subscribed for the course. This is followed by an offline evening during which you will receive inspiring lectures.

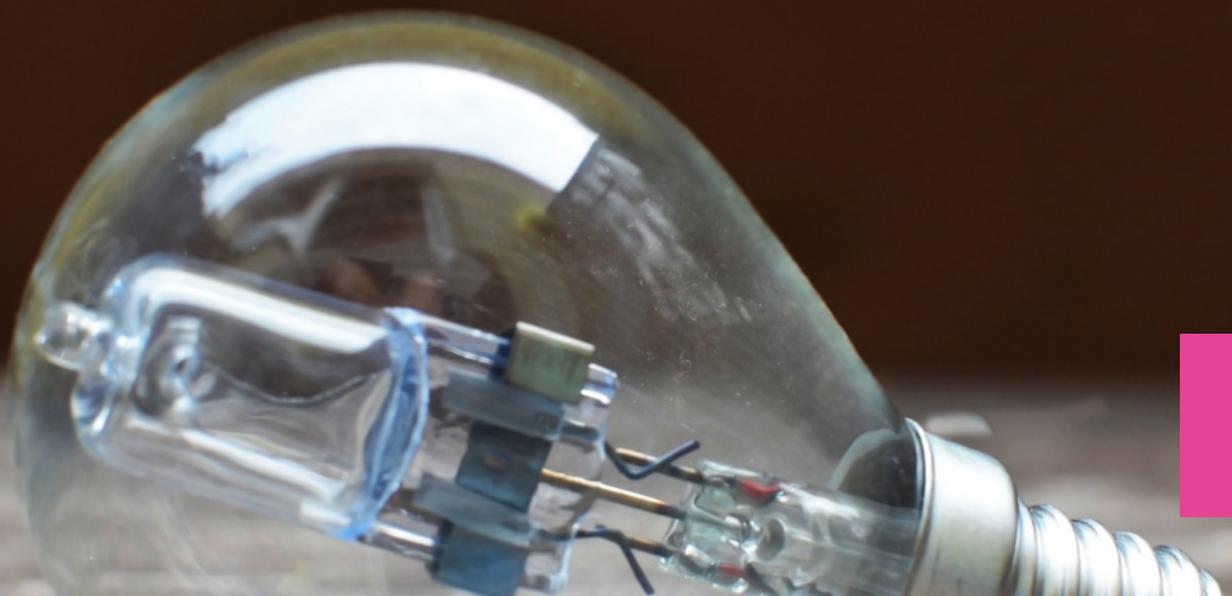
The next day comprises a full day workshop that includes interactive sessions and ample time to work on your own ideas and projects with experienced coaches. The offline part of this course covers 1.5 days (11 hours). After this, you can access the online learning environment for relevant literature, exercises and further learning elements that will help you develop your own vision or plans. Coaches will be available for consultation to support you in this endeavor.



Learning goals and outcomes

With a deeper understanding of your older clients and customers through customer discovery, and engaging with these ideas and clients, you will be able to transform your organization. The course will have the following outcomes, you:

- understand and are able to interpret social demographics, concepts of wellbeing and wishes, ambitions and attitudes of seniors;
- are able to describe and critically assess citizen-centredness and understand the concepts of emic and etic;
- know of and are able to apply insights into the wishes and ambitions of seniors;
- are able to evaluate wellbeing and interpret best practices in international, national and local government, care and hospital settings;
- understand approaches to the measurement of wellbeing and are able to identify target groups;
- assess pros and cons of different tools. You can make an informed choice for a measurement of wellbeing;
- can measure wellbeing of older clients and customers;
- can analyse results, important outcomes, possible challenges and benefits with a peer and expert review;
- implement learnings to transform your business: write a business plan, future perspective, vision, or plan of action that you can use in your own (future) organisation.



PROGRAMME

Tuesday 31st of October

18.00 - 18.30

Welcome with some bites

18.30 - 19.00

What is wellbeing?

Jolanda Lindenberg, PhD

19.00 - 19.30

Wellbeing of older persons

James Goodwin, PhD

19.30 - 20.00

Best practice: Re-ablement

Rudi Westendorp, PhD

20.00 - 20.30

Best practice: AgeWise

Edgar Keehnen, MSc

20.30 - 21.30

Drinks



PROGRAMME

Wednesday 1st of November

09.00 - 09.45

Get to know wishes and ambitions
All participants

09.45 - 10.15

Customer discovery I: Introduction
Wendy Woelders, MBA

10.15 - 10.45

COFFEE BREAK

10.45 - 11.45

Customer discovery II: Persona
Wendy Woelders, MBA

11.45 - 12.30

Customer discovery III: LAVA
Jolanda Lindenberg, PhD

12.30 - 13.30

LUNCH BREAK

13.30 - 15.30

Workshop with coaches
All participants

15.30 - 16.00

Pitches
Selected participants



Detailed course schedule

31 October

18.30 - 19.00

What is wellbeing?

Jolanda Lindenberg, PhD

In this general introduction, Jolanda Lindenberg will give a brief overview of wellbeing. What is covered by the concept wellbeing, what do we mean by wellbeing and why should we care about this? We will delve into some of the main issues that are often raised in the context of wellbeing. These include conceptual challenges of what we mean when we say "satisfied" or "happy" or "doing well". We will deal with different factors that may contribute to wellbeing, in this answering questions such as: does more money make happier? Do more social relations also mean that people feel better? And what is the impact of health? Finally, we will discuss different ways of measuring and mapping wellbeing and their consequences.

Key words: Concepts of wellbeing | Factors of wellbeing | Measuring wellbeing

Literature: Puvill et al. 2016 | Steptoe, Deaton & Stone 2015

Assignment: Read the literature and think about the following question: What aspect or kind of wellbeing do you aim to address?

19.00 - 19.30

Wellbeing of older persons

James Goodwin, PhD

In this lecture, James Goodwin will provide you with basic insights into seniors' wellbeing based on AgeUK's study in the UK. Based on their extensive literature study, consultation with experts and views of seniors themselves he will provide you with insight into what matters to seniors. In discussing their key findings, he will detail individual indicators of wellbeing and how on the basis of these, by-and-large, sub-groups of seniors can be distinguished. This, professor Goodwin will detail, shows that in the UK there is inequality in wellbeing that is mainly related to lower socio-economic status. Finally, professor Goodwin will provide some recommendations on how to address these inequalities and come to increased wellbeing even for the lowest income group.

Key words: Wellbeing of seniors | Indicators of wellbeing | Inequality in wellbeing

Literature: AgeUK 2011 (will be made available in the online learning platform).

Assignment: Select relevant chapters for your (future) business or organisation, reflect upon the key messages and write down how these affect the idea(s) you had so far.

Detailed course schedule

31 October

19.30 - 20.00

Best practice: Re-ablement

Rudi Westendorp, PhD

In further detailing the differences between how others estimate what wellbeing is, and how seniors themselves see their wellbeing and what matters to them, renowned professor Rudi Westendorp, author of various bestsellers on ageing well, will discuss the concept of "re-ablement". This is a concept, developed in Denmark, that aims to promote independence among older individuals by giving them training in their own homes to allow them to (re)gain skills around daily activities. In his lecture, professor Westendorp will delve into the details of this concept and what it means for seniors.

Key words: Wellbeing of seniors | Re-ablement | Independence

Literature: Aspinal et al. 2016 (will be made available in the online learning platform).

Assignment: Read the literature and try to think of what "re-ablement" would mean for your target population. How would this affect your current practices?

20.00 - 20.30

Best practice: AgeWise

Edgar Keehnen, MSc

AgeWise is the first agency in the Netherlands that is specialised in the 50-plus market. Since 2000, it focuses on concept development, market research, market advice and communication for numerous organisations and companies that wish to reach out to this target group. In this lecture, Edgar Keehnen, CEO and founder of AgeWise will detail why and how he established AgeWise and what 'mature marketing' means. He will discuss how to engage and reach out to the life worlds of seniors.

Key words: Wellbeing of seniors | Mature market | Mature marketing | Grey ocean strategy

Sources: <https://www.agewise.nl/nl/bibliotheek/video-library>

Assignment: Get inspired and watch (some of) the videos provided in the video library on the AgeWise website. Which marketing techniques or principles could be worthwhile to explore for your business or organisation? Think out of the box!

Detailed course schedule

1 November

9.45 - 10.15

Customer discovery I: Introduction

Wendy Woelders, MBA

Based on her experience Wendy Woelders will discuss the essentials of customer (re-)discovery. Her own approach through the lean start-up method has repetitive and continuous testing and re-testing with the client or customer at its core. Feedback from the target population on ideas, prototypes and pilots are an essential part of the development of the final product or service. In lean start-ups, services and products are co-created with the customer. In this workshop, Wendy will tell you more about how to go about understanding the needs and wishes of your (potential) customer, what customer discovery entails, the importance of pivoting and how to test whether you're doing a good job by hand of the MOM-method.

Key words: Customer (re-)discovery | Start-up | Pivot | MOM-method

Literature: TBD (will be made available in the online learning platform).

Assignment: Watch the videos on the online learning platform.

10.45 - 11.45

Customer discovery II: Persona

Wendy Woelders, MBA

In this workshop, Wendy Woelders will guide you through the use of persona. This is a technique to gain insight into your target group(s). It starts from the idea that you imagine as best as possible your potential customer(s), creating detailed profiles of your (future) customer or client. Wendy will briefly detail the steps, tricks and pitfalls while using this technique. After that, she will guide you through the first basic steps of the process of creating your own persona(s).

Key words: Customer discovery | Persona | Profile | Target group

Literature: TBD (will be made available in the online learning platform).

Assignment: In preparation of this workshop write down some basic social demographics and other information you may have of your target group(s).

Detailed course schedule

1 November

11.45 - 12.30

Customer discovery III: LAVA

Jolanda Lindenberg, PhD

There are many life satisfaction instruments, ranging from surveys to questionnaires to checklists. Few however, have an outspoken individual approach that allows for the assessment of individual wellbeing and wishes and ambitions that may need to be addressed to achieve higher wellbeing. In this workshop, we will discuss and discover a new tool entitled the Life and Vitality Assessment (LAVA): a tool now available to discuss things of importance with someone and how they matter for a senior's life satisfaction.

Key words: Wellbeing of seniors | Customer discovery | Priorities | Seniors' wishes and ambitions

Sources: Huijg et al. 2017 | Youtube movie (will be made available in the online learning platform).

Assignment: Read the literature. During the workshop, use the LAVA with your target group in mind. Try to stay as close as possible to their views while using the tool.

13.30 - 15.30

Workshop

Jeroen Kemperman, MBA | James Goodwin, PhD | Mike Mansfield, MSc

Wendy Woelders, MBA | Jolanda Lindenberg, PhD

During the workshop, you will take your own customer/client (re)discovery further. You can use the tools provided in the previous sessions to further work on your project, you can re-evaluate and develop or innovate your plans. You will be assisted by your peers and expert coaches throughout the afternoon to ensure that your vision and plan can and will be a success!

Key words: Senior (re)discovery | Innovation | Coaching

Assignment: No preparation required. During this workshop it is time to really work on your plan or vision. Sit together with your peers and discuss, ask questions to the diverse coaches, receive feedback from your peers and your coaches. Reflect upon what you have heard now and yesterday evening and (re-)develop and innovate your plans.

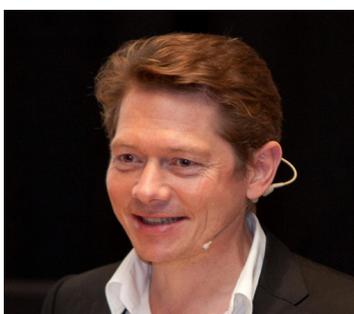
Your instructors



James Goodwin is director of research and development at Age UK, the UK's largest charity dedicated to helping everyone making the most of later life. He is visiting professor at Loughborough University, where he is Chair in the Physiology of Ageing. James sits on numerous expert bodies, including a UK Ministerial Advisory Group on Research, a UN Research Agenda for Ageing panel, the UN Digital Health Group and a WHO Advisory Group.



Edgar Keehnen studied business at Nyenrode University and the University of Michigan and graduated at Erasmus University Rotterdam. Since 2000 he is specialised in senior marketing. He is founder and partner of Booming Experience and AgeWise, both involved in market research, marketing advice and marketing communication for 50+. He has lectured at various universities and is author and co-author of various books dealing with mature marketing.



Jeroen Kemperman is senior manager Strategy and Business Development at Achmea Zilveren Kruis, one of the largest insurance companies in the Netherlands. He focuses on strategy, vision, business models, investment and innovation. He has written extensively about disruptive and brilliant business models in care, health and finance. He is a guest speaker at various institutions such as Nyenrode, Erasmus, Sprout and in-company programmes.



Mike Mansfield is manager retirement research at Aegon. He is responsible for Aegon's annual Retirement Readiness Survey and other publications. He has also been responsible for the establishment of the Aegon Center for Longevity and Retirement, a collaboration of experts assembled by Aegon with representation from Europe, the Americas, and Asia. Mike has been with Aegon for 13 years. Prior to working for Aegon, Mike worked for PwC and Wells Fargo Bank.

Your instructors



Wendy Woelders is an innovation manager and lean startup leader, who has managed and advised corporates and startups for the last 20 years. She is the founder of two educational startups. Wendy is an experienced publisher, business developer, innovation manager and coach in learning, healthcare, telecommunications, media and consumer lifestyle. She advises a.o. organisations about how to innovate and accelerate, facing the challenges of the (changing) world surrounding them.



Jolanda Lindenberg is senior researcher at the Leyden Academy on Vitality and Ageing. She received her PhD in social anthropology from the Max Planck Institute for Social Anthropology. Since then, she has focused in her work on identity, relations and life satisfaction in later life. She is an experienced lecturer and coordinator, providing education for professionals, master- and bachelorstudents. Together with Josanne Huijg she develops the Life and Vitality Assessment, a tool to assess the wishes and ambitions of older people.



Rudi Westendorp is professor of medicine at old age at the University of Copenhagen. Rudi's ambition is to positively influence the factors that determine the length and quality of our life course. He is the author of the bestseller *Growing older without feeling old*. He has co-authored various other books, has published over 500 scientific articles and has been awarded various honorary titles and prizes for his work. In 2014 he was awarded the Knighthood in the Order of the Dutch Lion.

Online learning

You will receive personal access to the online learning environment with e-learning content and possibilities for virtual interaction with your fellow participants. The online environment is useful for the preparatory work prior to the course days, including for the preparation of your moodboard (instructions will follow after registration). You can learn on-the-go, using your tablet or mobile phone. Or learn using a desktop or laptop computer. Available content:

- video's curated by our instructors;
- PDFs of and weblinks to articles;
- quizzes and Q&A;
- assignments and discussions;
- profiles of and tools for interaction with your fellow participants and instructors;
- adaptive learning paths: choose your personal path, at your own pace.

HOME

CATALOGUE

HELP

Leyden Academy
ON VITALITY AND AGEING

Log in

E-MAIL ADDRESS *

PASSWORD *

Store my log in data (until I log out)

[Forgot password?](#)

LOG IN

Registration

There are limited seats available for this educational programme. Registration can be done through the website: eithealthpublic.strikingly.com. Alternatively, you can contact mrs. Jacqueline Leijts via email: eithealth@leydenacademy.nl or telephone: +31(0) 71 524 0960 for further information.

Nice to know: there is also a Dutch edition available of this programme.

This educational programme is supported by EIT Health, a European-wide initiative to support healthy living and active ageing.

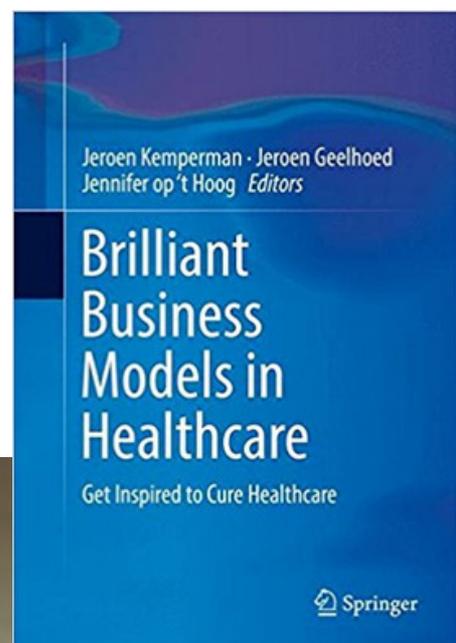
The fee for this educational programme is:

€ 150,- for EIT Health partners

€ 295,- for non-EIT Health partners

This fee includes food and beverages during the programme, literature as well as access to the online learning environment. You will also receive a copy of the 2017 edition of 'Brilliant Business Models in Healthcare; Get Inspired to Cure Healthcare', by business model analyst Jeroen Kemperman and his team.

Please note: travel expenses and overnight stays are not included.





EIT Health: A powerful alliance for healthy living and active ageing

This educational programme is supported by EIT Health. EIT Health brings together leading healthcare companies across multiple industry sectors, public and private research centres, and top universities, with a clear mission: “To accelerate entrepreneurship and innovation in healthy living and active ageing, providing Europe's top talents with new opportunities and resources for the benefit of all citizens.”

EIT Health Campus fosters excellence and innovation in health and business education by providing novel and unique education programs to future healthcare leaders and entrepreneurs. To redefine European healthcare and create novel solutions that make healthy living and active ageing a reality for all. This course '(Re)discover Seniors' contributes to these EIT Health Campus objectives:

- the promotion of healthy living;
- supporting active ageing;
- and the improvement of healthcare.

Learn more on www.eithealth.eu



Contact

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EIT Health Campus CCentre

Leyden Academy on Vitality and Ageing

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Partners in the course (Re)discover seniors:

Achmea Zorgverzekeringen N.V.

City of Stockholm

University of Copenhagen

Disclaimer

This document is a work-in-progress, subjected to changes in the educational programme, list of instructors etc. No rights can be derived from the information in this document.

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