H^2 Innovation Challenge
Humansa Introduction
18 Mar 2020
New World Development launched Humansa, a holistic healthcare brand employing high-quality healthcare technology and a multidisciplinary team for mature adults and the silver hair market.

Humansa is a fully owned subsidiary of New World Development
Ecosystem of the New World Group

Rehabilitation & Wellness Enhancement Service
Home Care Professional Service
Specialised Medical Service
Elderly Home Management Service

HUMANSA

FTLife
Gleneagles
 ump
Market Trends
Ageing Trend in Hong Kong

Decreasing fertility rate

Ageing population when baby boomers entering into elderly age…

Education level with high school or above

Population aged 65 or above in 2016

Population aged 65 or above in 2036

Ages over 60 in 2016

Aged 40 to 49 in 2016

Health and Well-being Challenges to the Elderly in HK

Major Health and Well-being Challenges of the HK Elderly across different level of needs

- Health Financing
- Primary Care 基層醫療
- Ageing in place
- Good quality elderly home
- Stress of caregivers
- Stigma of ageing
- Lifelong learning opportunity
Health and Well-being Challenges in the Near Future

When the life-span is 120 years and technology is constantly transforming lives

- With health tech and info tech, lives would be changed too quickly and abruptly that our skills and identity no longer have continuity

- How can we stay relevant on both economically and socially?

- At our 50s, we still needs to keep learning like 15 and constantly let go of what we best know of

- How can elderly services meet all of the maslow hierarchy of needs?
Humansa Innovation
In 2020, BI team is leading a new initiative named as **HUMANSA INNOVATION**, which aims to leverage the brand name and expertise of Humansa in wellness and ageing while collaborate with tech firms and startups to run **pilot projects** in order to
- Drive **thought leadership** & attract **user signup**
- Explore new **scalable business models** via a B2C channels for start-up / ‘use of tech’ partners
Intersection of Innovation & Ageing

The industry is transforming...

• Companies want to
  Tap into the ageing market
  Develop new distribution channels

• Customers are looking for
  ◯ elderly stereotype
  ◯ purely a product
  ◐ human-centric solution
  ◐ design & technology that echo their
    physical & psychological needs

• Winner will be the transformer with
  empathetic design that does not
  stigmatize elderly

Overseas Case Studies

Stitch
“Because everybody needs company”

honor
“Better care, together”

Humansa X Eureka Nova

Fitness IoT x Ageing

Genetic Test x Wellness

H^2 Innovation Challenge

What will be the next?
Digitalization of the full wellness journey

Rehabilitation
- Customized rehabilitation program for discharged patients/outpatients

Treatment
- Medical treatments covered by medical institutions
- In-home care service

Screening
- Identify disease or its risk level in young stage

Monitoring
- Track daily vital signs through eHealth
- Customer service hotline support

Intervention
- Intervene lifestyle behaviors with personal consultation in the way of exercise, diet & stress control
Thank You