

ORAL SESSION 6: GOVERNMENT AND SOCIAL POLICY

Happiness IT platform for Active & Happy Ageing (AHA)

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Purpose Physical aging and cognitive decline are inevitable for everyone as they age. Maintaining homeostasis like young men pursued by the existing medical index, cannot be achievable for ageing people. Regardless of functional aging, maintaining and enhancement of his/her own happiness are an obligation, not just a right as a human being (Francois Lelord, 2010). In 2014, the Korean government announced nine strategic projects and four base projects nationwide to accomplish the “Creative Economy Policy” led by the Ministry of Science, ICT and Future Planning. “Personalized Wellness Care Service” is one of those, and it included both Medical IT and Wellness IT, using convergent technologies by creating the innovative industry ecosystem. Based on the Wellness IT strategies, this paper presents definitions of Wellness IT, 10 happy factors, service design process, business model canvas, and the ‘Happiness IT Platform’ as a distribution channel to meet demand and supply. This paper may be useful not only for the government in terms of designing budget-oriented welfare services, but also for SMEs in terms of business modeling to generate high value-added and data driven solutions. **Method** This paper is reconstructed for the Happiness IT Industry for aged people by referring to policy reports and international conference proceeding materials. Four policy papers funded by Korean government agencies: 1) A Study on the Industrial Development through the Business Model Analysis of Wellness IT Industry (National IT Industry Promotion Agency, 2014), 2) A Study on the Global Cooperation for Wellness ICT Industry using Software (Ministry of Science, ICT and Future Planning, 2014), 3) Wellness IT Service Platform Business for Elderly based on Happiness Index (National IT Industry Promotion Agency, 2015), 4) A Study on Strategy of Health and Wellness IT Industry for Revitalization using Convergent Technology (National IT Industry Promotion Agency, 2015). International Conference Proceedings and Presentation Materials: 1) New Future Convergence Industry: Wellness IT Industry (ICWIT, 2014), Health to Happiness; Happiness IT Platform and Global Alliance (Health 2.0 Asia, 2015), 2) Happiness IT Platform (Health 2.0 Europe, 2016). **Results and Discussion** Happiness IT Platform is useful for increasing individual’s happier life based on 10 happy factors. With the platform, we can calculate individual’s happiness score and set a goal for individual’s happier life. Scoring personal happiness status is able to define his/her own “Needs”, and to verify his/her “willingness to pay” by calculating the gaps between expectations and performances in each 10 happy factors. There are various kinds of products and service solutions are existed to fulfil consumers’ needs, and it is possible to link consumers’ needs (importance/expectations) to function added solutions in the right place in this platform. The platform has a role as a distribution channel especially for SMEs, and policymakers also can use it for monitoring their services towards the people.

References

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Target/Market Segmentation	Senior		Employee	Woman	Children	General
	Hi-hospital care	Third party assistance	Independent living	Active participation in health care	Health enough to participate physical sports	
Service Design Process	Examination Assessment	Goal Management	Balance Status Management	Ideal Status Management	DB Resource Management	
Social Wellness						
Occupational Wellness						
Spiritual Wellness						
Physical Wellness						
Intellectual Wellness						
Emotional Wellness						
Environmental Wellness						
Financial Wellness						
Mental Wellness						
Medical Wellness						

