Tokyo, October 3rd

Silver market success by education & usability - A German experience -

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MedCom international medical & social communication ltd.

- est. 1986, based in Bonn, core-team of 12 plus 10 freelancers
- Realization of communication strategies in the health and social welfare market as well as within the target group 50+
- Sensitize public to specific items
- Change and forming of opinions (public, specific patient or consumer target groups, occupational groups e.g. physicians)
- Patient & consumer communication
- Market research (via own panel of 4,500 seniors)
- Publishers on- and offline media
## Choice of references:

- Deutsche Bahn
- Deutsche Bank
- Deutsche Telekom
- Deutsche Post / DHL
- Electrolux
- Shering Plough (Essex)
- Federal Minister of Food, Agriculture and Consumer Protection
- Merz
- Nestlé
- Novartis
- Omron Medizintechnik
- Panasonic Germany
- Pfizer Germany
- Procter & Gamble
- SCA
- Vodafone
Spotlights on demographic change

<table>
<thead>
<tr>
<th>Population</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total:</td>
<td>82 500.800</td>
<td>82 438.000</td>
<td>82 314.900</td>
</tr>
<tr>
<td>Men:</td>
<td>40 353.600</td>
<td>40 340.000</td>
<td>40 301.200</td>
</tr>
<tr>
<td>Women:</td>
<td>42 147.200</td>
<td>42 098.000</td>
<td>42 013.700</td>
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17.000.000 people receive age related pensions (12/31/2006)

Quantity:
Share of people > 50 years vs. gross population
Increase from historic 3-10 % to 33% in 2010

Proportion:
young-to-old ratio moves from 7 to 1 in 1910 to 1 to 3 in 2040
upcoming conflicts of interests e.g. health system, political power

Extending duration of ageing:
Period of retirement is extending constantly.
Need of new or alternative opportunities for this period
**Cluster:** Defined by the industry

1. Time, willing to try something new, spend money
2. Parents still alive
3. In contact with aging twice
4. Heterogenous target group

**No-go's:**
- In need of care
- Advanced age

**No-know's:**
- Alzheimer's disease
- Advanced age
- App. 1.5 Mio

"Public perception of aging"
Bad practice:

Senioren-Tag im Pascha
Am Sonntag gibt es Nackt-Show zum halben Preis

Von CHRISTOF ERNST

Erika Thiel, Geschäftsführerin des „Table Dance“ verspricht: „Es gibt das volle Erotische Programm mit hübschen Tänzerinnen, Komödianten und Clowns.“

Statt der sonst üblichen 20 Euro zahlen die Senioren nur die Hälfte. Der Service ist der gleiche wie bei einer normalen Show des Clubs: Getränke aller Art kosten nichts extra.

Parallel to the demographic change

Cycle of knowledge:

In 1980 knowledge lasted up to eight years, today the knowledge cycle is reduced to two years.

Who has enough time?

Internet, PC, cell phones, credit cards, online banking, shares, fonds, MHP, digital imaging, DVD, MTB, ATB, Nordic Walking....

Who takes time for customers?

Population is ageing and information is flowing faster at the same time..........
Dizziness – Chance to get help:

Support economy:

Get attention, avoid uncertainty, increase revenue; via topics seniors are interested in.
Reasons why (2003):

March 2008:

only 7% of German seniors citizen (>60yrs.) are able to connect electronic devices themselves

Every third didn't buy a new electronic devices for that reason, in rural regions every second....

- Seniors travel more, availability esp. abroad is highly desired
- complex handhelds, less orientation on the needs of 50plus;
  Vodafone wants to give basic information on mobile communication.
Initiative „Easy use of mobile communication“

Partners:

- briefing 50 plus
- decrease uncertainty
- increase demand

PrivatePublicPartnership
Deutsche Seniorenliga e.V:

- founded 1993 as “forum of family care” by medical doctors
- aim to “save the future for the elderly”
- Nationwide activities, independent (non-party and non-profit)
- frequently invited to hearings and meetings by federal and state institutions
- academic advisory board headed by Prof. Dr. Ingo Füssgen
- focus on education, information and service to make “news-to-use” available to the elderly
- Annual nationwide media coverage approx. 560,000,000
- hundreds of thousands of contacts from elderly requiring information / assistance every year
The communication process:
Results:

More than 35 million coverage in nationwide press and at least 250,000 contacts asking for a free brochure within 11 months.
The four fold win:

The participants, getting a solid and practice-oriented education PLUS self-confidence in technical context

The training centers offer a relevant service into a growing market

The (senior) trainer more classes to be held = more income & more fun

The (industrial) sponsor brand reputation, raising awareness, attract & keep clients which understand the benefits....
March 2008:

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Every third didn't buy a new electronic device for that reason, in rural areas every second....
OMRON M8 Comfort
TÜV Rheinland Test - Benutzerurteil: 1,3

- Blutdruckmessgerät für den Oberarm mit verformter Manschette (22 bis 42 Zentimeter) inkl. Neutzeit
- Besonders genaue Messung auch bei starken Oberarmen
- 90 Speicherplätze mit Datum und Uhrzeit
- Großes Display, das alle drei Werte gleichzeitig anzeigt
- Mittelwertanzeige der letzten drei Messungen

OMRON M5 Professional
TÜV Rheinland Test - Benutzerurteil: 1,4

- Blutdruckmessgerät für den Oberarm mit besonders aut ableisbarer Anzeige
- Fehlermeldung bei Bewegung während des Messvorgangs: Nur unbeinflusste Messungen werden angezeigt
- Im Lieferumfang enthalten: Manschette 22 bis 32 Zentimeter (optional auch kleinere und größere Manschetten erhältlich)
- 90 Speicherplätze mit Datum und Uhrzeit
- Mittelwertanzeige der letzten drei Messungen

The TÜV Rheinland Group is a leading provider of technical services worldwide. Founded in 1872 and based in Cologne, 12,500 employees in over 360 locations in 62 countries. Revenues of over €980 million.

Mission is to achieve sustained development of safety and quality in order to meet the challenges arising from the interaction between man, technology, and the environment.
Attention PR

Interest brochure

Desire (self) training
increased confidence

Action buy products/services esp. with endorsement
Deutsche Seniorenliga e.V:

- campaigns / initiatives in 2008
  - consumer rights
  - hypertension
  - diabetes
  - dementia
  - long term care
  - incontinence
  - malnutrition
  - inheritance

upcoming: visual aids, hormones and men’s health, living@home ageing workforce, ageing driver