

SONY



CUSTOMER STORY

Cloudberry Care uses
mSafety to modernise
elderly care

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mSafety

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Cloudberry Care is a welfare technology company based in Sweden, founded by Hans Ahnström and Per Mårtensson. To modernise senior care, Cloudberry Care uses mSafety from Sony to offer a replacement for personal alarms that goes above and beyond. Their remote monitoring solution lets care staff act faster and smarter during emergencies, expands their preventive care ability and lets patients take health measurements remotely.

The company recognises that smart elderly care is urgently needed. Sweden's population is aging – along with the rest of the world – while the relative number of staff to take care of those seniors is decreasing. "Digitalisation is not a choice for health care providers anymore. It's a must. They have to find smarter ways of working," explains Per Mårtensson. "I want healthcare providers to know that there is a modern alternative to personal alarms that is both safer, more cost effective and will prepare them for the future."

In this customer story, discover how Cloudberry Care is using mSafety to reinvent healthcare services for seniors.

HOW DOES MSAFETY FROM SONY HELP BUSINESSES ACHIEVE THEIR REMOTE MONITORING GOALS?

- A flexible development environment means mSafety can grow with the business.
- Reliable connectivity leads to high-performance monitoring every time.
- Secure data makes it easy to stay compliant and develop trust with customers.
- Two-way communication opens up a world of service possibilities.
- And more...

SERVICE OVERVIEW

The Cloudberry Care mission

Cloudberry Care aims to modernise elderly care and address the sector's glaring challenge: a lack of staff and resources. They offer a complete, two-in-one solution that combines personal alarms and self-monitoring functionality for both emergency and preventive care. "Healthcare providers today often consider separate solutions. Cloudberry Care is one platform to do both," says Per Mårtensson.

Personal alarms for the 21st century

Like a traditional alarm, seniors can signal an alarm on their Carewatch with the click of a button. But that's where the similarities end. On top of that, the Carewatch can continuously monitor the wellbeing and location of the user and share health insights with staff in real time. This means that during an alarm, staff also knows what type of help is needed, how urgent it is and where the user can be found. Cloudberry Care sends the alarm only to the right personnel, who can respond and let the patient know they are on their way.

Cloudberry Care also goes beyond active alarms – intentional emergency signals to staff – and embraces passive alarms. Thanks to real-time digital biomarkers from in-device and third-party sensors, a wide range of health anomalies and trends can be detected. With Cloudberry Care, care staff can attend to patient emergencies whether they signalled an alarm or not. More than that, staff have insights to act more proactively and prevent certain emergencies before they happen in the first place.

	Traditional personal alarms	Carewatch from Cloudberry Care*
Active alarms	●	●
What type of help		●
Where they are		●
Two-way communication		●
Passive alarms		●
Proactive care monitoring		●

*developed and produced by Sony Network Communications Europe

Taking charge with self-monitoring

Cloudberry Care's system can also give users control of their condition without staff. Users can automatically send a range of sensor-based health measurements from both the Carewatch and other nearby third-party sensors completely on their own. Patients therefore are able to avoid the time commitment and travel of an in-person visit. Thanks to self-monitoring, both the patient and care provider gain a world of freedom.

DEVELOPMENT

Why Cloudberry Care used mSafety

After discovering mSafety from Sony, Hans Ahnström knew this was the right technology for Cloudberry Care's innovative solution. "We quickly realised that the device could perform miracles for our target group," says Hans Ahnström.

The right choice for their sector

Most personal alarms on the market today are limited either in function or in location positioning. If a senior needs more functional personal alarms, to monitor health or communicate with staff, they are often burdened with an immobile device and bound to a single room. By contrast, the most common personal alarms are only simplistic buttons that send a notification to staff – and nothing else.

With mSafety, Cloudberry Care created a unique solution that made no sacrifices. Hans Ahnström explains, "With mSafety, users get the best of both worlds. They are not bound to one location – thanks to reliable cellular connectivity – and they also access a wide range of functions." All this from an intuitive device that requires no digital literacy.

"We've been able to use mSafety in our own unique way."

Hans Ahnström, Founder, Cloudberry Care



The ideal solution

By developing their Carewatch on mSafety, Cloudberry Care could also optimise the performance of the device to suit the task at hand. "We could strike the perfect balance between functionality and battery life," says Hans Ahnström. This ability to optimise their solution would not have been as easy – or indeed possible at all – without mSafety.

In the end, Cloudberry Care designed their ideal solution with all the functions they needed for improving elderly care, including:

- Real-time monitoring of digital biomarkers
- GPS positioning
- Two-way text-based communication
- Cellular connectivity (LTE Cat-M1)
- Simple API integration with their online platform and mobile app
- Connection to third-party sensors (e.g. blood pressure monitors) via Bluetooth Low Energy

How Cloudberry Care benefits from mSafety

Cloudberry Care continues to benefit from Sony's mSafety beyond the development of their solution in three important ways: reliable connectivity, secure data and two-way communication.

Reliable connectivity

The main challenge that mSafety solves for Cloudberry Care is reliable connectivity. Hans Ahnström says, "The choice of CaT-M1 connectivity in the wearable device is crucial for us. It makes our service manageable. Firstly, our service would not be as fantastic without such low power consumption. And secondly, we gain solid network coverage. Slim devices often put constraints on the size of the antennas. But with mSafety, CaT-M1 makes the connection even better than that of a mobile phone."

"Our collaboration with Sony lets us offer a trustworthy, high-quality platform."

Per Mårtensson, CEO, Cloudberry Care



Secure data

Cloudberry Care's cloud service communicates with Sony's IoT cloud. Per Mårtensson explains, "Our data traffic always travels through Sony's cloud, and by using this network we get much higher data security. We get TLS handshakes and encryption functions that don't exist in other networks. I don't think there is any alternative that is as good – mSafety is at the forefront."

Two-way communication

A key feature of Cloudberry Care is the filtering of alarms and the ability for staff to respond to alarms. This is thanks to two-way communication. Hans Ahnström clarifies how it works: "Our platform sends alarms based on who in the care team needs to see the alarm. It sorts by job and authority levels. After that, the staff member who receives the alarm can send a confirmation message to the user. This two-way communication also means that staff can send reminders about medication, for example. mSafety's two-way communication makes it possible for Cloudberry Care to be a ready-to-use alarm management solution."

VISION

Cloudberry Care is committed to the future

By digitalising elderly care and enabling certain patients to self-monitor more parts of their condition, healthcare providers can hope to keep up despite staffing shortages. These capabilities can be gained from Cloudberry Care's IoT-based solution. With them, care providers can move into the proactive and resource-efficient future of care.

Ultimately, Cloudberry Care is on a mission to bridge the information gap between different healthcare providers that leads to unnecessary waste and poor health outcomes for patients. Proactive care through remote monitoring can reduce the need for resource-intensive emergency care in the first place. But when emergency care is unavoidable, collaboration between healthcare providers can mean the patient gets the right treatment faster. With Cloudberry Care, providers can easily share health data to the right people with top-level data privacy.

Sony helps Cloudberry Care stay well-prepared for this future. mSafety means that their innovative solution is based on IoT standards that can stand the test of time and be scaled around the world. "With mSafety our system is extremely scalable," says Per Mårtensson. "There are no limits as long as there is a Cat-M1 network."

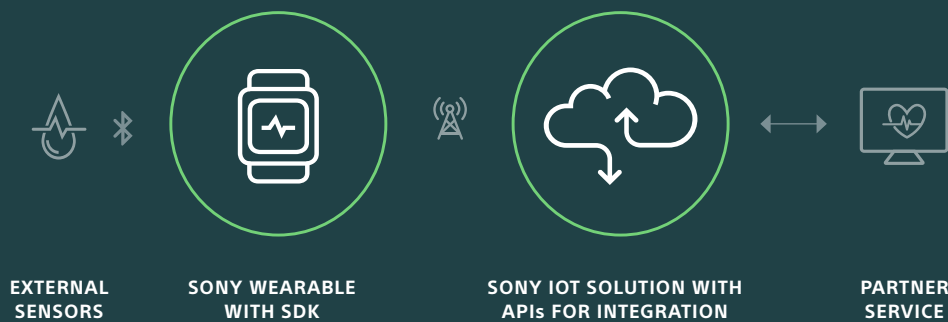


mSafety from Sony

mSafety is a business solution that makes it easy to provide a digital health service on a wrist-worn device. Use the solution's wearables and management interface for a remote service in a range of business areas: health and wellness, clinical trials and occupational health. Customers can get started with a ready-made mSafety service and customise it as their business grows. With mSafety, enjoy user-friendly experiences, efficient management, secure data and true health innovation.

For more information, visit <https://sonynetworkcom.com/msafety>

mSafety



Want to discuss the potential of mSafety for your own business? Contact us today at msafety@sony.com.