

LiCalab

LIVING & CARE LAB



User research is indispensable for the development of new technologies or processes. To optimally tailor innovative ideas for the healthcare and welfare sector to the needs and expectations of the target group, the living lab LiCalab is the place to be. Business manager Ingrid Adriaensen explains how companies can increase their chances for a successful launch.

“Our core expertise is contained in our name: LiCalab stands for ‘Living & Care Lab’, living lab research. This is user research in a real living and working environment that reflects the complexity of day-to-day practice.

Our focus is on innovative healthcare technologies, e.g., a VR tool that prepares people with burnout for their return to work. We also focus on the organization of care, for example, how

we can use mobile care homes or the collaboration between primary and secondary care.

Companies can count on living lab LiCalab in all phases of the development process: conceptualization, methodology, recruitment, research supervision, reporting with conclusions and recommendations and market implementation. We work in a structured manner and apply

scientifically substantiated methods and methodologies.

We also have a panel of approximately 1,200 end users and an extensive network, both in Flanders and abroad. Thanks to this network, LiCalab can form a bridge for companies to suitable partners in healthcare, knowledge institutions, (foreign) testing grounds, companies and governments at home and abroad.

And last but not least, LiCalab also regularly organizes projects and offers companies the opportunity to participate in subsidized projects.”

Would you like to call upon expertise of the living lab LiCalab? Please contact business manager Ingrid Adriaensen.

- ▶ User research is indispensable for the development of new technologies or processes.

Research Group Thomas More
Active in Health



LiCalab

LiCalab works closely with end users for the development of new healthcare applications



Patients test and evaluate the use of healthcare technology.

Living lab LiCalab is ...

User research · Surveys · Co-creation · Human factor study · Real life testing · Impact measurement · Healthcare technology · Organization of care · (International) collaboration

- ▶ **Thanks to the expertise and dedication of LiCalab, Moonbird has conducted several successful user studies. What's more, co-creation sessions were set up with various stakeholders, including patients, athletes and children. Their tailor-made advice, smooth collaboration, accurate working methods and clear communication has been a tremendous help. We are extremely grateful to LiCalab for their role in the success of our company. Together we have pushed the boundaries and discovered new possibilities.**

Quote from Moonbird

Research groups and expertise

LiCalab has extensive expertise in the field of:

- **Surveys and measurements**
Based on thorough desk research and with scientifically validated tools, LiCalab questions end users about various aspects of your innovative idea: how they feel about it, how they would use it, how much they would be willing to pay for it, etc.
- **Exploration and co-creation**
LiCalab uses various creative methods (e.g., personae, diaries, prototyping, design thinking, user journey) to generate ideas with end users and give them concrete form.
- **Live tests with end users** A test panel evaluates the user-friendliness, accessibility and applicability of

an innovation in the day-to-day working and living environment. This information can be used to adjust the concept or prototype.

- **Professional advice tailored to your needs**
In a personal conversation we advise what the right approach is for your idea and which methods are most suitable for this. We also support the analysis of the right product-market fit.

Within Thomas More's centre of expertise Care and Well-being, LiCalab collaborates with the other research groups 'People and Well-being' and 'Mobilab & Care'.

Collaboration is possible through ...

Co-development · Contract research · International projects ·
Doctorates · Master theses · Internships

Unique features of our facility

User panel: LiCalab has a unique user panel of approximately 1,200 end users, consisting of citizens and healthcare professionals. We reach end users who are not on our panel through our extensive network of healthcare organizations, patient organizations and local authorities.

International living lab research: LiCalab is an active member of ENoLL (European Network of Living Labs) and EIT Health Living Labs and Test Beds and participates in European projects as a coordinator or partner.

Extensive healthcare ecosystem: LiCalab is part of a broad network and can help you find partners in the healthcare sector and at knowledge institutions, companies and governments at home and abroad.



Contact LiCalab

Ingrid Adriaensen
Thomas More Kempen
+32 14 74 05 56
ingrid.adriaensen@thomasmore.be
www.licalab.be/en