

## **Workshop C: Offering a Product vs. Service**

*In reality does Wireless Healthcare offer a spectrum of uses of technology and therefore a spectrum of business models? If so are the extremes of the spectrum as follows:*

- *Principally a consumer product – wireless sensors wearable and free standing to support the already knowledgeable self-managing user for lifestyle and wellbeing through to chronic conditions*
- *Principally a support service enabler – wireless technology as a channel to enable monitoring data to be sent to a GP, nurse, consultant, carer, lifestyle coach, private sector disease specific specialist service, internet based support community with information and advice sent back over the same channels.*