INTERNAL NEWSLETTER

careium

October #10

Trick or treat! It's October 31st - All Hallows Eve (or Halloween if you prefer).

Did you know that Halloween is a really old tradition that has its roots in the Celtic festival of Samhain? October 31st was the day the Celts celebrated their New Year. They believed that the souls of those who had died that year progressed to the underworld on the eve of Samhain. It was said to be a night when ghosts, demons and witches roamed the earth (sounds familiar? Almost like easter in Sweden) and people tried to placate them with offerings of nuts and berries. "Trick or treating" also originated in England as "Mischief Night", when children declared one "lawless night" of unpunished pranks. Nowadays, children dress up in costumes, go around threatening grown-ups to give them candy or they will toss toilet paper all over the neighbourhood. Some call it cute, I call it extortion ;) Do you open the door for trick or treaters?

We've had a lot of things happening this month. First and foremost - we've welcomed our new interim CEO **Maria Khorsand**! Read "interview with a colleague" to get to know her a bit more. In this issue you can also find a few words of wisdom from **Carl-Johan**. And let's not forget that **Ellis was internally launched**, so don't miss the interesting story from Jan Verasdonck on how Innocom realised the importance of a good-looking radio trigger! And more...

Happy Halloween

Moa Odegrim, Social Marketing Coordinator

Interview with a colleague

MARIA KHORSAND



I was born in Sari in northern Iran, 65 years ago. Sari is located close to the Caspian see in a lush and rainy area, far from the deserts in the south of the country. I was the youngest in a family with four children. This was during the shah's reign, and we kids wore bell bottom jeans and listened to American music. At the age of fourteen, my parents sent me to high school in Los Angeles. Me and my two sisters and my brother shared a house, and I was made the cook of the house. At that time, I had only seen others work in the kitchen, but from now on I grew an increasing interest in cooking. Food still is a great interest. I cook everything. But, very seldom Persian meals. And I love fruit and vegetables. In Sari we had an orchard with especially citrus fruits, so I grew up on those. But I am not keen on deserts. Nor sweets. No chocolate, no Swedish Semla.

After high school, I studied computer science at University of Fullerton and then worked as a programmer at Union Oil. We wrote programs that analysed the oil from the platforms in the Pacific. Then I worked with compilers at Burroughs software engineering. Burroughs at that time was one of the world's largest computer manufacturers. There, at work, I met Daniel. On our first date, we decided to get married on the same day one year later. And so, we did. I always have taken pride in sticking to the plan and to the schedule. You might think so, but that was not a joke.

Daniel is Swedish, so we ended up moving to Sweden. That was in 1987. To Stockholm. The summer of 87 was cold and rainy. I had to borrow a winter jacket for Mid-Summer. After 15 years in southern California, here was Swedish summer.

Riksbanken, the Swedish national bank, was a Burroughs customer, so I got a job there. And discovered that the weather was an easy breeze compared to the Swedish language. And learned that "rostbiff och potatissallad" was not salad at all, but just cold potatoes and cold meat. After a short period at Riksbanken, I joined Ericsson where I stayed sixteen years. Yes, sixteen years. Lots of work, lots of travelling, lots of fun.

And our daughter Mitra was born. Cutest child ever walked on earth. Still my biggest love and sacred gem. And my best female friend, all categories. She took the same route as her parents and studied computer science and now works with product development at Avanza bank.

The last years at Ericsson I was CEO at Ericsson Technology Licensing in Lund. So, I worked away from home and only saw my family during weekends. Later, when I was nine years at SP in Borås, it was the same story again. During these periods I have learned to really appreciate the weekends and the time with my family. We very often spend the weekends at our country house, where we go for walks, pick mushrooms, work in the garden, take trips with our boat, chop wood, cook food. And taste wine. Champagne is my favourite. Sounds mainstream? Okey, Chenin Blanc from Loire, then. Riesling from Alsace. Aged red wine. Beer? No! Whiskey? No, thanks.

How am I as a colleague and manager? I would say; dedicated, hardworking, accessible, well prepared, good with numbers, empathetic.

From 2016 up until recently, I have been CEO at SOS Alarm, the Swedish 112 organization. Interesting, challenging and sometimes frightening. I look up to the operators that are handling all the incoming, severe calls from people in need. The operators are the heroes of that company and the real asset. As I am sure is the same here at Careium. The operators are my heroes.

News from the UK

South Lanarkshire Council (in Scotland) recently awarded Careium its **telecare equipment contract**, as part of a project to migrate its community alarm customers to a digital telecare solution. The Council will initially purchase 6,500 devices from Careium which have been successfully tested, unlocking further opportunity for additional telecare peripherals that can meet customers' needs. The equipment will be rolled out over the next 18 months, at 300 rising to 400 alarms per month.

Jill O'Boyle, Technology Enabled Care Service Manager, South Lanarkshire Health and Social Care Partnership, said "We have built a strong working relationship and effective partnership with Careium and have found them to be very responsive and supportive as we move forward with our digital telecare transformation programme."

Some words from our outgoing CEO

CARL-JOHAN ZETTERBERG BOUDRIE

Dear Colleagues

As Nelly Furtado sang “all good things come to an end”. My time at Careium and Doro has truly been a good thing. I joined the company in the beginning of 2016 and what an eventful journey it has been. We have expanded our reach with acquisitions in United Kingdom, The Netherlands and Spain. We have broadened and strengthened our offering with the addition of Eliza, Careium 450, i-care® plus, i-care® center, and much more. We have managed to get through Covid in a remarkable way, ensuring safety and wellbeing for many vulnerable members of society. And finally creating a separate and independent stock listed Careium!

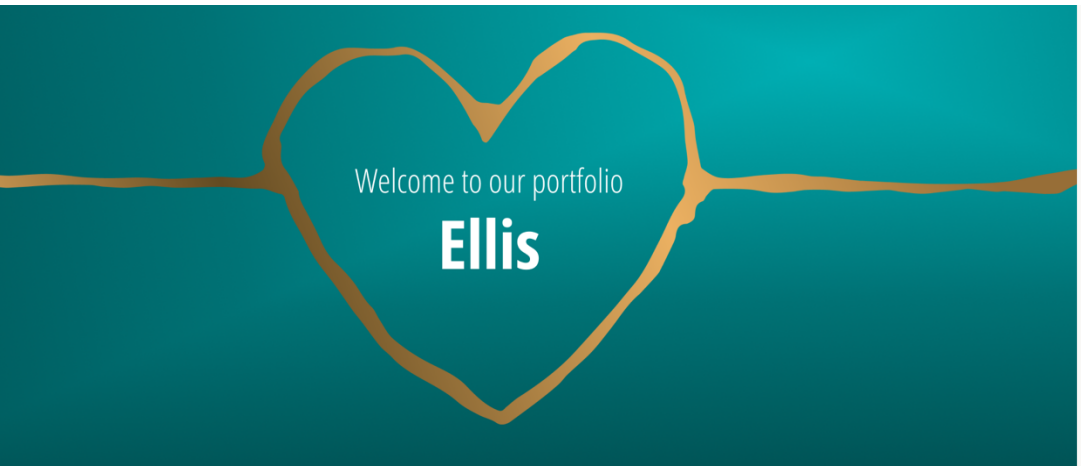
I know that the industry will continue to develop as technology enabled new products and services help our customers and end users to live independently with peace of mind. Careium will tackle the current challenges in a great way, being even stronger in the journey towards becoming the leader in technology enabled care in Europe. I will take with me many great memories from my years at Careium but what I will miss the most is the fantastic and dedicated colleagues. Seeing and knowing that you take care of more than 400,000 individuals every day to ensure they can feel safe and looked after will continue to be a source for inspiration. It also gives me comfort, as I grow older, knowing people like you will strive to make life better for all seniors. 😊

I will very soon start a new chapter in my professional life, still in health but for animals instead of humans. Hopefully our roads will cross again in the future, and I would like to thank you all for my fantastic years at Careium!

Warm regards and good luck!

Carl-Johan







Let's welcome the newest member of the Careium portfolio - the **radio trigger Ellis.**



Ellis is a versatile, long-range radio trigger that is compatible with all our social alarms. It is attractively designed to look less like a traditional radio trigger. Worn around the neck on a stainless-steel chain, **Ellis looks more like jewellery.** In some cases, the end user is therefore more encouraged to wear their radio trigger, even proudly telling their friends that they are using a social alarm.

The idea of a better-looking radio trigger came from our colleagues at Innocom. Jan Verasdonck explains:

"A long time ago, I was talking to some of our customers about why end-users didn't want to wear their radio triggers - the triggers were often placed on the bedside table or in a bowl somewhere in the home. After some investigating, we realised that, when asked, only 53% our end-users wore their radio trigger. Some were afraid to accidentally set off an alarm, but the most common answer we got was that the alarm trigger was stigmatizing - it made the user feel old and fragile.

By explaining to our end users the dangers of not wearing their alarms, we managed to convince some to wear their alarm. We also began to supply the end-users with door stickers to show that the home was protected with an alarm. 68% now wore their radio triggers when asked.

But we knew we could do better than 68% we wanted everyone to wear their alarm. We began searching for an alarm trigger that could be destigmatizing.

We spent a very long time looking for a good-looking trigger and even more time to convince manufacturers that it was important with a trigger that did not look like an alarm button.

I discussed this with Markus Thursam, former director at Bosch. I asked him to ask his wife to wear a standard alarm trigger for two weeks. He responded by telling me that he didn't think she would like that! He then began to understand that a basic radio trigger didn't look good enough for many of our customers.



10 years ago, with the help of Caretech, we finally got the Onyx pendant, with its discreet and modern design, and now 84% is wearing their alarm.

Peter Cullin and I are therefore very pleased to be adding Ellis to our portfolio – the next generation of radio triggers with its stylish design that eliminates stigma and conceals vulnerability."

Germany, October 19-20

KASSEL HOME EMERGENCY CALL DAYS + FEDERAL CONFERENCE

The Red Cross in Germany was finally able to hold the Kassel Home Emergency Call Days and Federal Conference on October 19-20. This event was originally planned to take place in March but was moved to October due to the Pandemic.



Our German colleagues **Sabine Kinzinger**, **Ulrich Birkelbach** and **Dietmar Gottschalk** were there representing Careium. Dietmar also had a 20 minutes speech slot where he talked about our company's long history and a new perspective for more safety and reliability:

"After the two-year Covid-19 break, I was very nervous standing in front of 350 people.

I talked about our history and that we were the first to introduce analogue carephones to the Swedish market in 1975. One of our VIP customers in the 70's were princess Sibylla, the mother of the Swedish king Carl XVI Gustav. A fun anecdote is that I actually met the Swedish crown princess Victoria and her husband in 2011 at the Swedish embassy for a

half day conference. I showed the crown princess a letter from a "hovdam" (lady-in-waiting) saying how satisfied Sibylla had been with our product.



I also mentioned some of our impressive milestones: that we developed the CPC protocol in the 80's, and that we launched the very first digital IP protocol and carephone in 2006. We were also the main drivers to launch the SCAIP protocol in 2014 which has now become the standard all over Europe.

All in all, the speech went very well, and I had a lot of fun standing on stage again!

Announcements



A big welcome to **Marcus Brattström** who joined Careium this month! Marcus will be the Engineering Manager for our R&D Malmö team, and also assume the role as Product Owner for our IOT backend and i-care® plus areas.

Want to read earlier issues of the internal newsletter? You'll find them on Sharepoint!

Is there anything that you'd like to share in the next newsletter?
Please send an email to

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