

Shiang Bao - O2O Integration Service Model

Client : Shiang Bao Longterm Care Group

Project : IDB, MOEA Health Service Industry Promotion Program

Problem

1. The client is well experienced in the long-term care market but lack of the know-how to provide service to healthy elderlies.
2. The shortage in the market: the elderlies are in demand of health, companion, interaction, and the eager to create their own values.

Solution

Our counseling team helped them to combine the three aspects of diet, health, and social development to set up a “healthy life management platform for elderlies”, combining health management and healthy meals, providing elderlies health management and aging prevention, services. Online and offline services for physical and mental health services.

Business Model Innovation Research Division



祥寶尊榮長期照顧集團
SHINGBAO LONGTERM CARE GROUP



Result

1. Increased the output value: 2.5 million NTD
Increased investment: 204 million NTD
2. Increased employment number: 20 people
3. Assist in the transformation of traditional long-term care, create more revenue sources, and increase self-cost service income.
4. Assisted in the human resources re-use and enhanced cross-industry cooperation.
5. Copy the business model to other cooperated units or other agencies that provide self-cost services.