

## MEDIA RELEASE

Frankfurt am Main – June 7, 2016

### **MORECARE: New website informs about the research project for the improvement of mobile rehabilitation**

**Together with five cooperation partners, Cocomore – the Frankfurt-based agency for marketing and IT – is working on MORECARE: A system for technical support of mobile rehabilitation, which is sponsored by the German Ministry for Education and Research. A new website now provides background information about the motives and objectives of the research project.**

In spite of their limitations many people in need of care desire more independence. A promising approach to secure the care and rehabilitation success in the long-run is mobile rehabilitation: as an interdisciplinary team, therapists, nurses, doctors and social workers ensure that patients can receive care in the comfort of their home. Nevertheless, communication and documentation problems arise continually. To improve the information exchange between the parties, the research project MORECARE was started at the beginning of this year.

With the launch of the new website [www.morecare-project.de](http://www.morecare-project.de), where Cocomore acted as the leading development cooperation partner, interested parties can now learn about the reasons and objectives of the research project and get an overview of the current project status.

#### **Development of a technical interface between caregivers and relatives**

The project MORECARE, as a technical interface, is expected to simplify the information exchange between nurses and care-giving relatives. For this purpose the implementation of different communication and coordination elements is planned in the system. In addition, a user-specific display of all relevant information for the rehabilitation supports people in need of care with independent movement training, among other things. To increase the patients' motivation playful elements (gamification) are being developed as well.

Cocomore is responsible for the technical architecture of the system and the concept of the user interface of MORECARE. The Frankfurt-based agency for marketing and IT is one of six cooperation partners from the areas of medicine, research and technology that are part of the development of MORECARE. Next to Cocomore the Charité Berlin, the German Research Center for Artificial Intelligence (Deutsches Forschungszentrum für künstliche Intelligenz – DFKI), the Koralewski Industrie-Elektronik oHG, the EKW (Evangelisches Klinikum Woltersdorf) and Tembit are getting involved in the project.

The development and implementation of MORECARE is laid out for a period of two years. The project budget is 2.92 million Euros and is with 65 percent subsidized by the German Ministry for Education and Research (Deutsches Bundesministerium für Bildung und Forschung – BMBF).

**About Cocomore**

As an agency for marketing and IT, excellence in creative and technology services is Cocomore's strength. With 150 employees and offices in Frankfurt am Main, Geneva and Seville the company develops and provides communication, e-commerce and CRM (Customer Relationship Management) solutions. Among the agency's clients are Nestlé, Procter & Gamble, Merz, the Otto Group, Sanofi and the European Union. Cocomore has implemented projects in over 30 countries. This has contributed to the fact, that Cocomore has been chosen as one of the best five communication agencies in the category "digital and internet" within a customer survey of brands and Statista. For its efforts in terms of Corporate Social Responsibility Cocomore is certified by EcoVadis. For more information visit [www.cocomore.com](http://www.cocomore.com)

**Media Contact:** Veronika Heibing, PR & Marketing Manager,  
Phone: +49 (0) 69 / 972 69-2608 | Email: [presseservice@cocomore.com](mailto:presseservice@cocomore.com)