



Healthcare

Improving wellbeing for vulnerable people

Loopeli

Feelings of isolation can be common among people living in care homes and assisted living facilities, and traditional communication technologies aren't always suitable for their unique needs. To help vulnerable adults develop strong social relationships, Loopeli partnered with Lenovo to provide simple, easy-to-use tablets that empower residents to stay in touch with friends, family, and the wider community.

Lenovo

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Who is Loopeli?

Living alone is a leading cause of anxiety and isolation among elderly and disabled people. To combat this public health issue, Swedish startup Loopeli is helping seniors and disabled people reach out to their friends and family and access resources such as radio using smartphone and tablet devices.

Loopeli was founded in 2019 by Thomas Sidén after his father suffered a stroke that rendered him unable to communicate with his family. To prevent his father from becoming isolated, Sidén began developing an app customized to his father's needs as a senior—including magnified easy-to-view images, loud audio, and an intuitive interface with no login requirements.

loopeli

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The Challenge

Today, Loopeli serves care facilities such as nursing homes and assisted living centers across Europe, aiming to help as many families as possible connect with loved ones in these care settings. When Loopeli first launched its connectivity solutions, the company only provided the software application; its clients would source their own fleet of tablet or mobile devices.

Loopeli quickly realized that this approach created additional workload for care workers—taking them away from the residents they support. In response, the company decided to create a packaged software and hardware offering. To achieve this goal, the company set out to find a technology partner that could deliver tablet devices suited to the needs of elderly and disabled care home residents.

Ease of use and simplicity are key considerations when nursing homes and care centers evaluate new connectivity solutions. And to support its own plans to increase its reach in the coming years, Loopeli also looked for a technology provider that could help it scale in Europe and beyond, while also offering software, tools, and solutions for quick and easy customization.



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“Conventional connectivity solutions aren’t designed with the needs of elderly and disabled people in mind. We aimed to change this, and create a solution that offers powerful functionality and is incredibly easy to use.”

Daniel Straume

Funding Partner & CEO, Loopeli

Finding the right technology partner

Impressed with Lenovo devices such as the Lenovo Tab M10 Gen 3 tablet, Loopeli reached out to Lenovo to explore the option of co-creating connectivity solutions specifically designed for disabled and elderly people. While Lenovo's pricing was competitive, it was the Lenovo account team's responsiveness to Loopeli's needs and commitment to the company's vision that sealed the deal.

Loopeli sees that Lenovo's vision for the user experience closely aligns with its own goals. With smart technologies from Lenovo, Loopeli can use hassle-free mobile device management to help bring families closer together. What's more, Lenovo's broad experience with tablet solutions in the healthcare space also gave Loopeli added confidence in Lenovo solutions.

Hardware

Lenovo Tab M10 Gen 3



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“Despite the fact that Lenovo is a world-leading player in this space, they provided us with a high level of service that showed their willingness to help and support us at every step of the way. In the end, Lenovo created the opportunity for us to offer a fully packaged solution to customers who value simplicity—not only in their technology but also in the administration of technology.”

Daniel Straume

Funding Partner & CEO, Loopeli

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Results

With Loopeli software pre-integrated on Lenovo Tab M10 Gen 3 tablets and other Lenovo devices, care facilities are making it easier for elderly and disabled people to strengthen their social ties, connect with family and friends, listen to their favorite radio stations, send and receive pictures, and develop a sense of belonging in their community.

By offering Lenovo Tab M10 tablets and other Lenovo devices with Loopeli software, the company has made its solutions even more attractive to care homes, especially for facilities that don't have the time or resources to source devices for residents themselves.



In the future, Loopeli aims to leverage Lenovo's global reach to expand its operations to more countries in Europe and around the world. Furthermore, the Lenovo account team is developing tailored mobile device management (MDM) solutions that will enable Loopeli to update, manage, and troubleshoot hardware or software issues with devices remotely—further simplifying the end user experience.

Supported by Lenovo, Loopeli is working to create a more inclusive and positive future for vulnerable adults.

- ✓ Provides care facilities with an all-in-one connectivity solution
- ✓ Helps vulnerable adults build lasting relationships in the community
- ✓ Simplifies client onboarding with bundled hardware and software
- ✓ Lays the foundation for remote support services



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“The difference between seniors who only talk on a mobile phone compared with those who talk via Loopeli’s tablets is that those who use Loopeli feel togetherness and warmth when they can see their relatives.”

Mia Törnberg

Activity Coach, A&O Ansvar och Omsorg AB

Why **Lenovo**?

With the needs of disabled and elderly people in mind, Loopeli explored a wide range of tablet devices—assessing them for accessibility and ease of use. Ultimately, the company selected Lenovo Tab M10 Gen 3 and other Lenovo tablet devices because they provided:

- Excellent quality and overall resilience
- Intuitive interfaces and ergonomic design
- Fast and stable 4G and LTE connectivity
- Excellent performance and great value
- Long, all-day battery life
- High-resolution 10.6” 2K IPS display with 1080p streaming and 8MP user-facing webcam
- TÜV Low Blue Light certification for extended screen time without eye strain
- Powerful audio with a quad speaker system optimized with Dolby Atmos®
- Long-lasting device lifetime supports reusability and environmental sustainability



How can you help vulnerable people stay connected?

Helping care homes harness the power of technology to combat loneliness in vulnerable adults.

[Explore Lenovo Tablets](#)