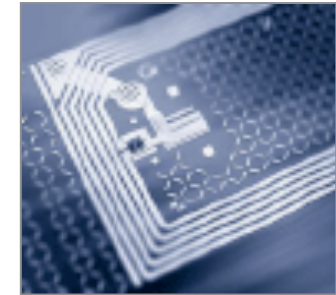


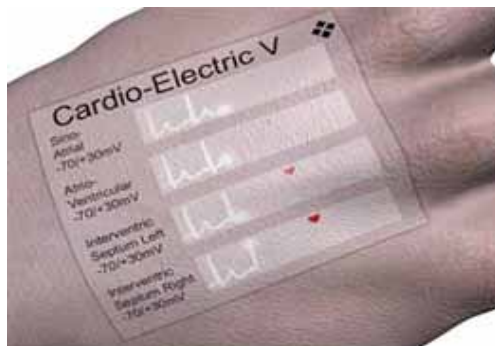


i2015

ICT & Demographic change



Where do European Programmes need to invest?



Limassol - Cyprus – April 7th 2009



FONDEN TIL
INVESTERING I
ARBEJDSKRAFT
BESPARENDE
TEKNOLOGI

Nanna Skovgaard, Head of Division,
Ministry of Finance,
Agency for Governmental Management

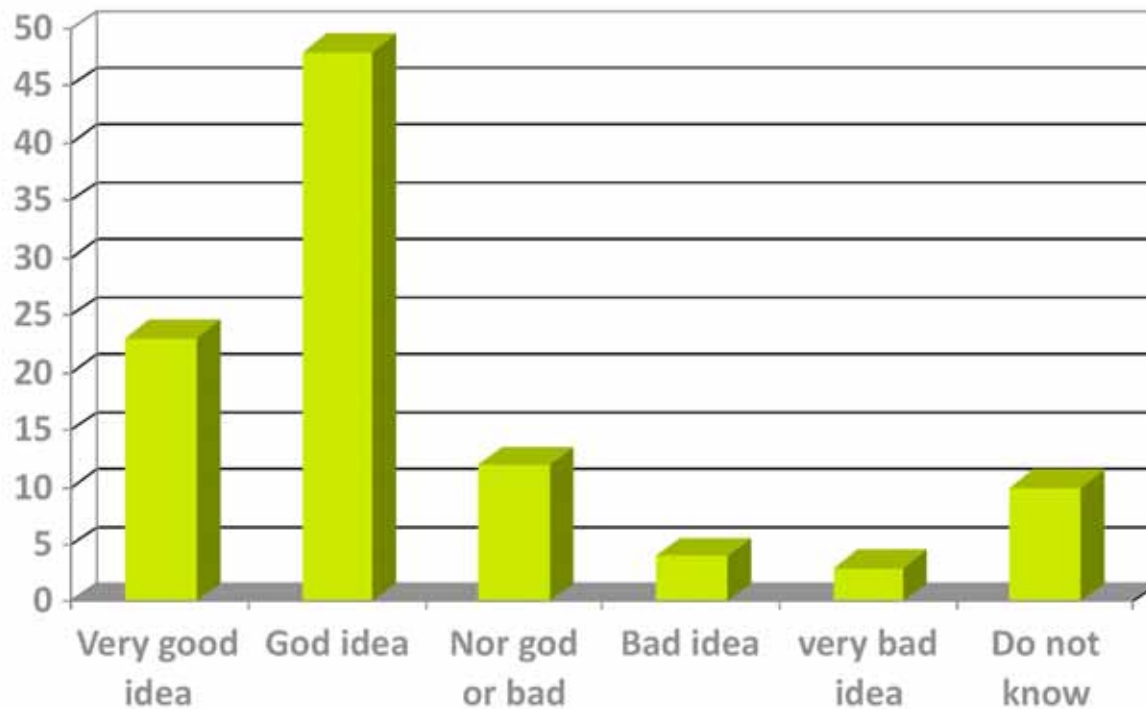


Claus Nielsen, Senior Consultant,
MedCom International

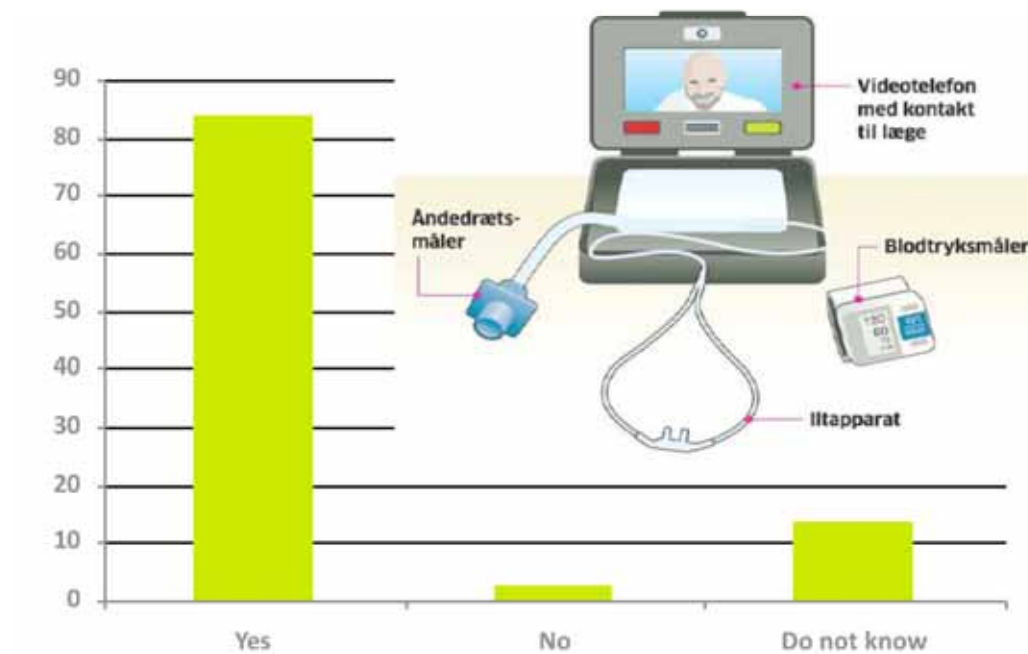
Agenda

1. ICT and the elderly in Denmark?
2. The challenges we face
3. Looking for intelligent solutions
4. Barriers: "just do it?"
5. Investment perspective: results and examples
6. Kinder-egg
7. Future investments and discussion

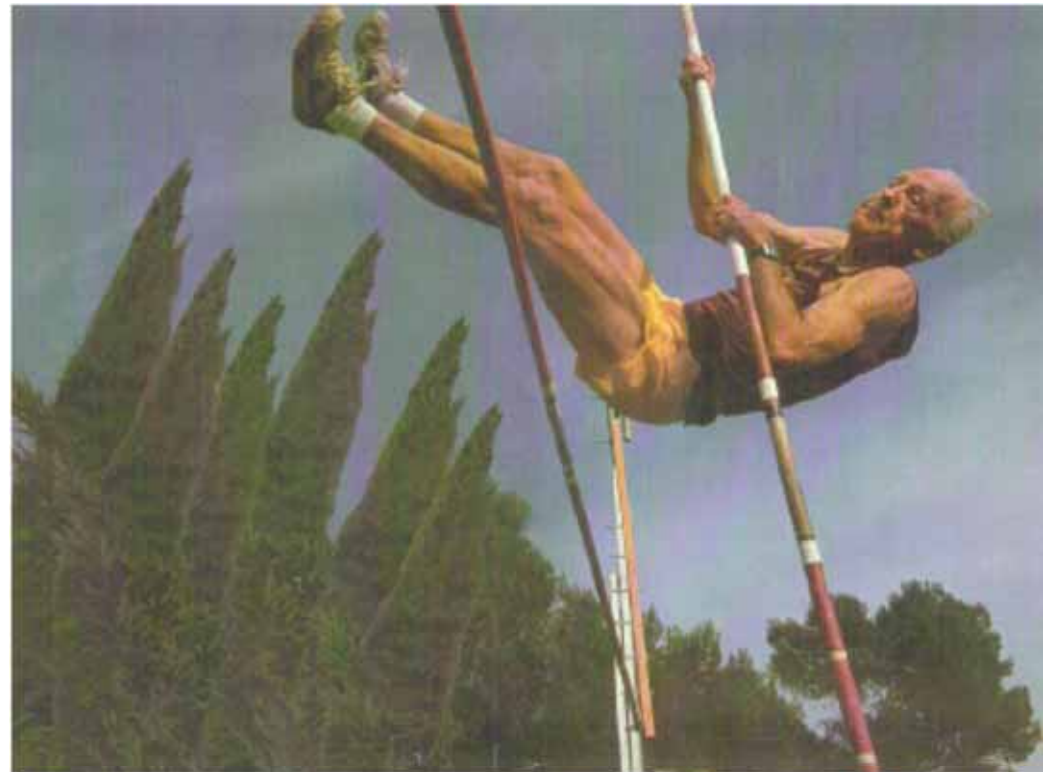
New Danish national poll for 50+ about technology – Sensor technology



New Danish national poll for 50+ about technology – "Patients briefcase"



The most general vision of the ageing well end users



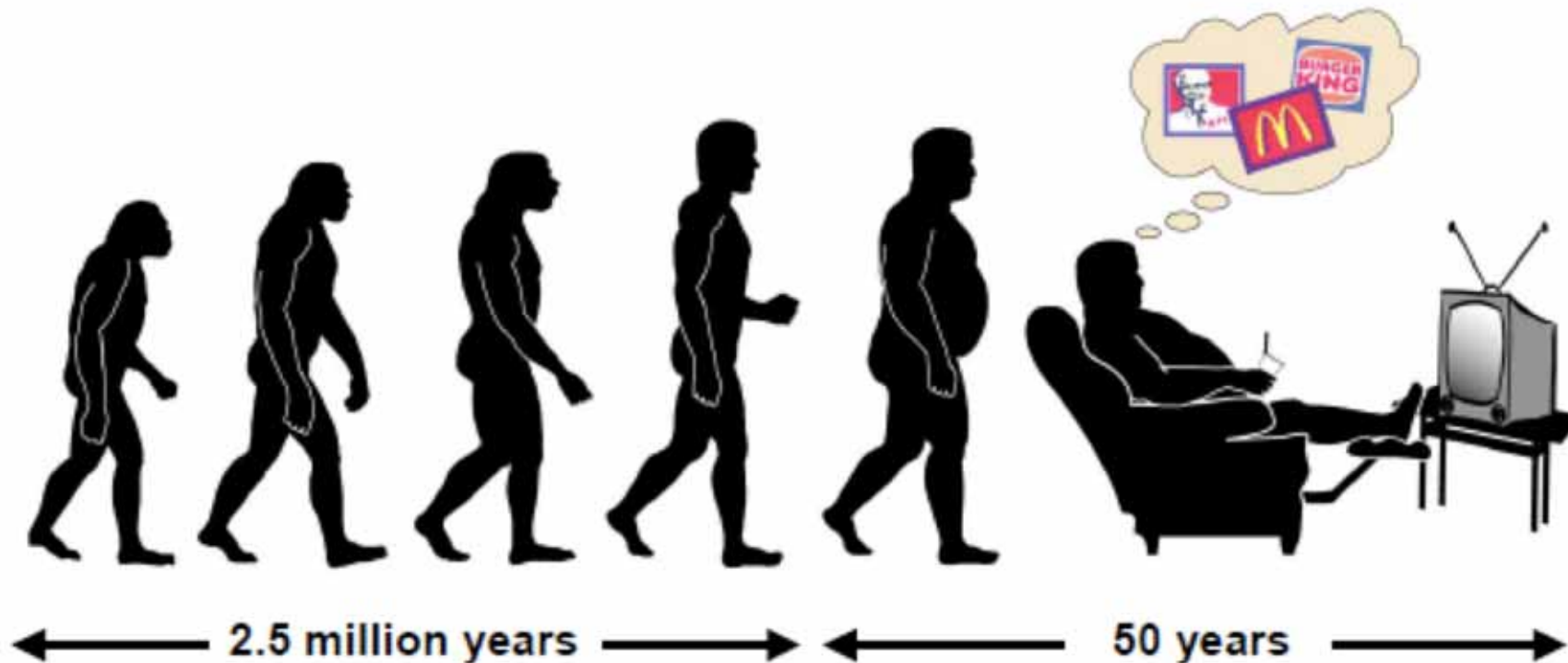
Strengthen the holistic approach to ageing well understandings in the ICT "community"



Still a need to regard elderly as citizens living every day life – and **not as patients!**



Challenges: Human development in a long perspective



Local Challenge: Prevention and early detection of lifestyle and chronic diseases

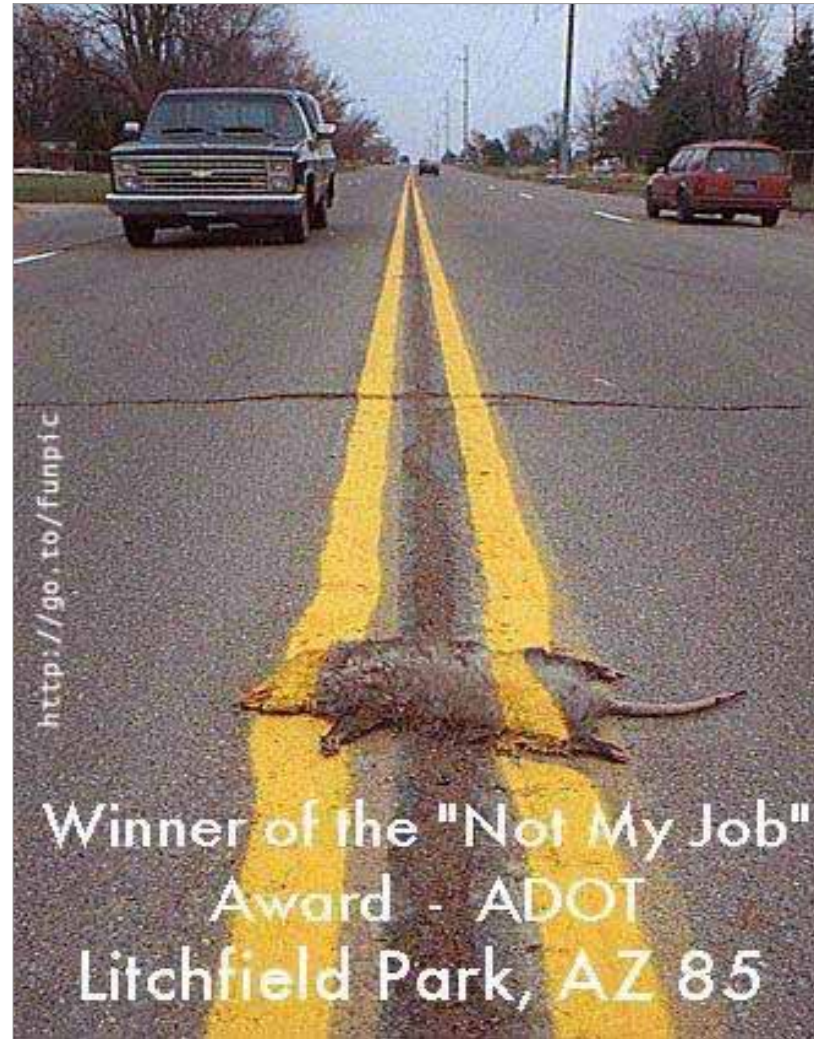
A Local Authority in DK with 30.000 inhabitants

- 1.400 has diabetes 2
- 1.200 has asthma
- 1.100 has COPD
- 2.900 suffers back injuries
- 10.000 has overweight (>25 BMI)
- 3.000 heavy overweighted (>30 BMI)
- 2.200 that drinks too much
- 3.650 heavy smokers between 26- 62 years



Source: Local Government Denmark & the National board of Health

Elderly citizens "patient role" today



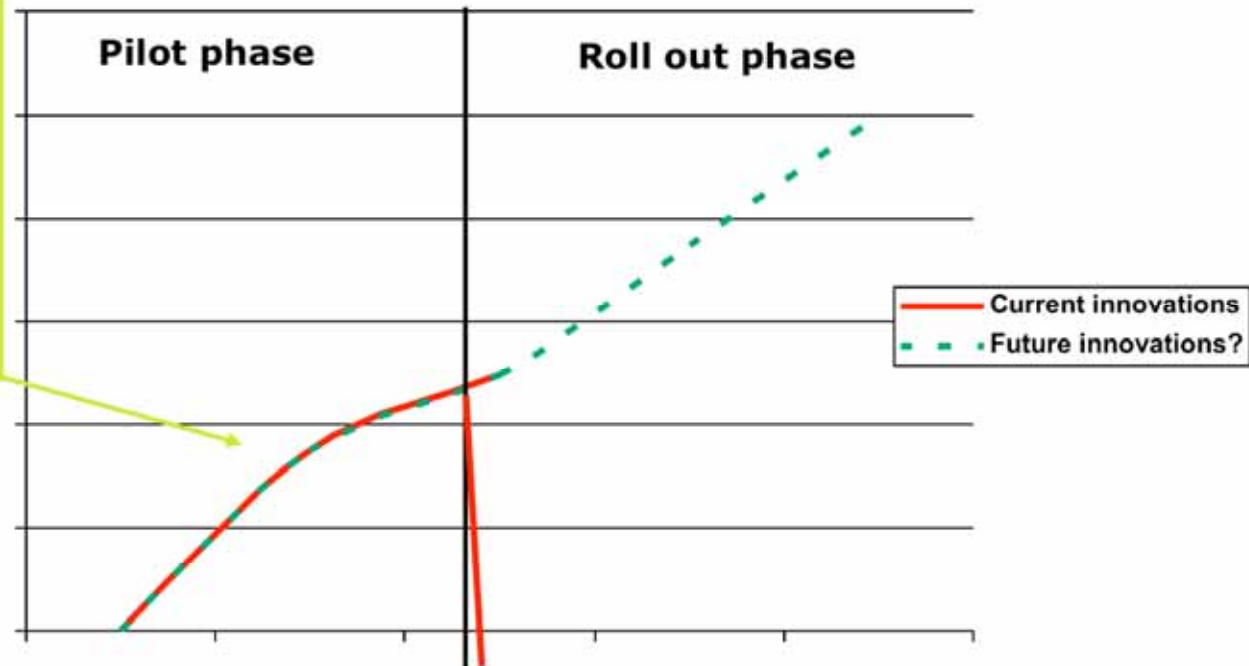
Example from eHealth: Why are innovations in Health Care so difficult?

Funding of innovations

Funding of innovations by:

- European Union
- National Governments
- Foundations
- Etc.

Temporary financing



Source:



Erwin van Leussen MBA

Manager Achmea Health Innovation

AALiance Strategy Workshop – Brussels – september 2008

Danish initiative on Labour saving technology: Looking for intelligent solutions

The Danish Government has launched The Fund for Labour Saving Technologies.

The Ministry of Finance distributes 400 mill. Euro (75 euro pr. Inhabitant) from 2009-15 to ICT, service technologies and technical aid equipment:

- Projects that demonstrate and document labour saving potential within public service and care

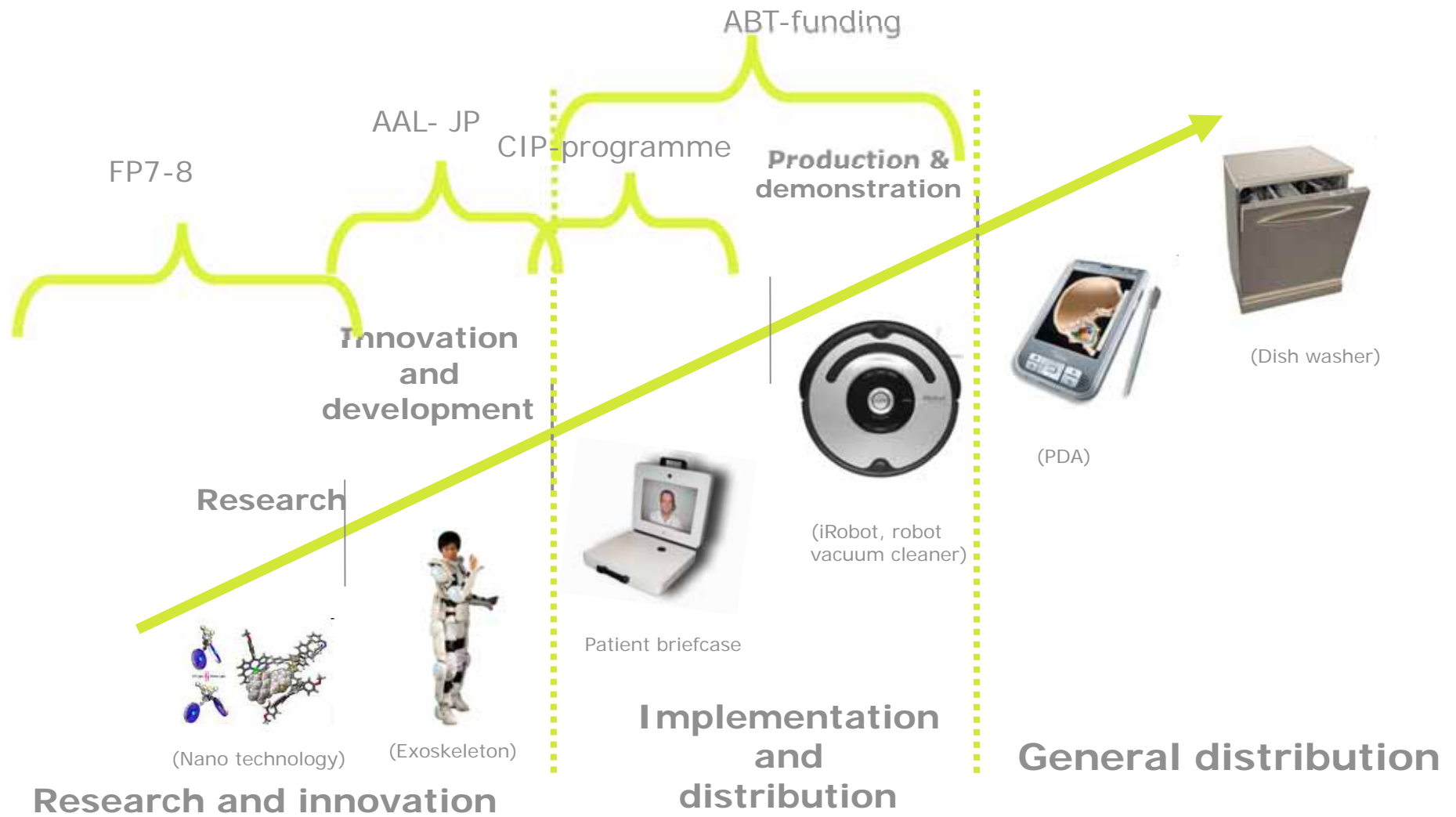
- National
- Push

Applicants at

Germany	6,1 billion euro
Spain	3,4 billion Euro
Italy	4,8 billion Euro

potential

Scope of funding: Technological maturity



What we do

- We co-finance pilot projects that work with ICT, new technologies – and new ways of working.
- Applicants are public authorities typically in co-operation with private enterprises/industries

The trick:

- The applicant should be able to realize the main part of the labour saving potential, service and production improvements etc. described.
- The solution is innovative and general; It can be copied or shared
- We monitor the projects focusing on labour saving potential and service improvement.
- When a project has proved a positive business case/benefit realization, the initiative can be implemented nationally.

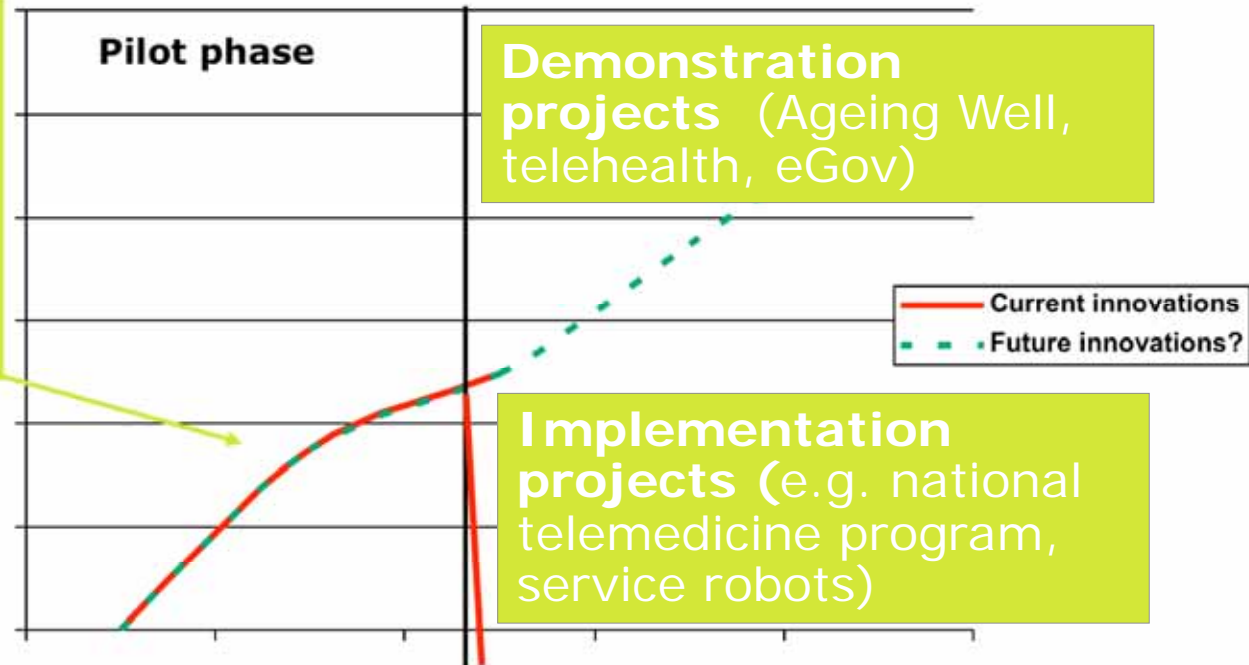
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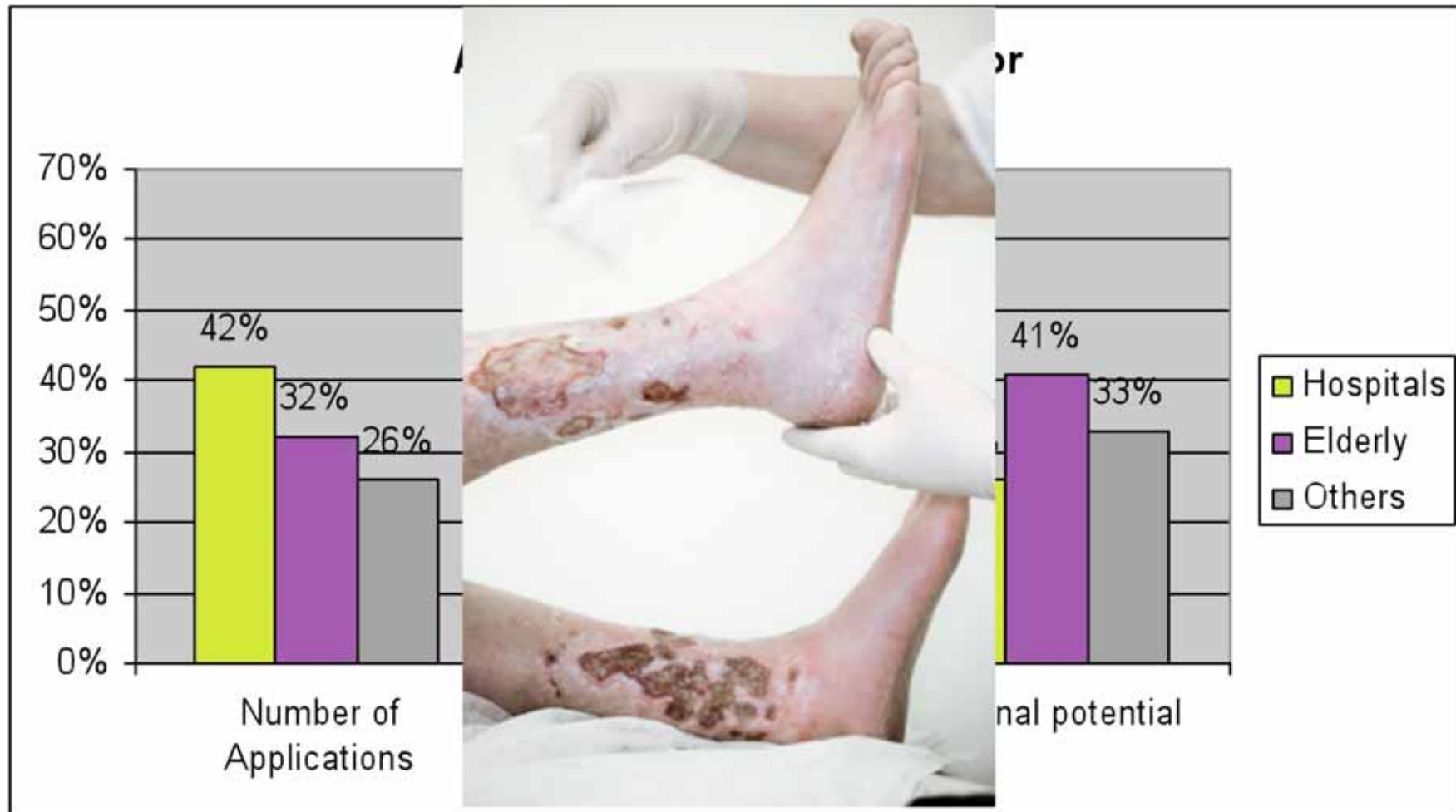


Erwin van Leussen MBA

Manager Achmea Health Innovation

AALiance Strategy Workshop – Brussels – september 2008

Investing in "Ageing Well" seems to give the best ROI!



Kinder-egg spill-over



The main perspective is the labour saving & business case perspective

The employee perspective:

- We attract employees by using ICT and care-technology
- We improve work-environment and reduce on the job-injuries

The user perspective:

- Involvement, higher quality of services, and quality of life

The business perspective:

- The intention is to generate demand and hence provide a faster technological development.

Why don't they just do it?



Barriers to innovation and implementation among service providing units:

- Focus is service and care production, not innovation
- Scarce economy, scarce resources, scarce competences
- Limited capacity and incentive to fund projects and take risk
- Silo: focus, finance etc.

Still a fruitful ground:

- Concrete experience and a need for new solutions
- Capacity to generate ideas and make them work
- New cross-sector solutions –

Innovation must be nursed and focused on practical implementation and benefit realisation among end-users

A snapshot of eInclusion from the little Danish island of Strynø



<http://85.10.194.207/demo/login.jsp>

Future investments in eInclusion "Ageing Well"

- Stop talking about demographic challenges– next step: "just do it"
- Even more focus on prevention and early discovery of chronic diseases – start moving parts of the "hospital" into the homes of the citizens...
- Let the end user become an active participant/co-producer in care & health-services
- Clear business case - start with the problem – not the (ICT)-solution

Discussion

1. What is your immediate reflections on the Danish case to solve the ageing challenges?
2. What do you see as the key issues to be tackled in the area of ageing well?
3. What can we do at the European level to adress these key issues?

Thank you for your attention

