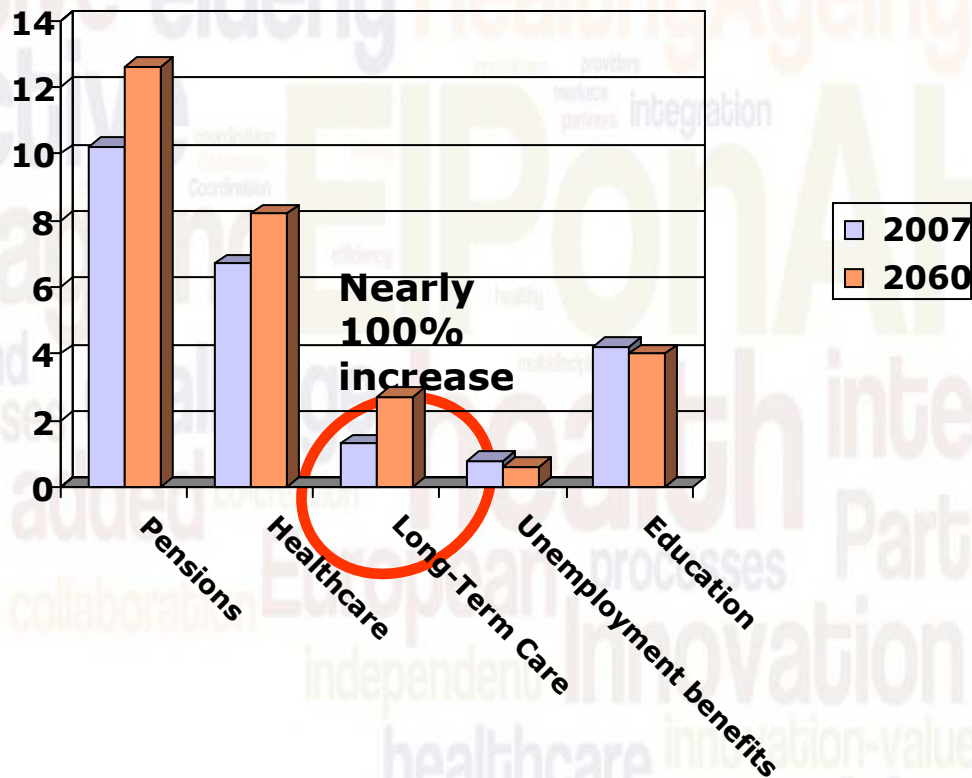


European Innovation Partnership on Active & Healthy Ageing

Why?

Percentage of GDP (EU27)



Ageing = major impact on EU public and private spending

Source: '2009 Ageing Report: economic and budgetary projections for the EU-27 Member States (2008-2060)'



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Ageing also offers great prospects!

From social challenge to major opportunity

Dependency ratio

Cost of care

Human resources

Empowerment

New care models

Growth and markets



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How?



Public and private sectors **TOGETHER** to work on **INNOVATIVE** solutions



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What?

Objective: increase the healthy lifespan of EU citizens by 2 years by 2020

Improving

health and quality of life of European citizens, and particularly of older people

Supporting

long-term **sustainability and efficiency** of Europe's health and social systems

Fostering

growth and expansion of EU industry

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Existing EU financial tools



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How?

Innovation is the key

In genetics, e-health, ICT, bio-technology & bioinformatics, & material sciences

Technological change = **driver** for improved productivity & economic growth

Substitution of old treatments with **novel ones**

❖ productivity gains, improved health outcomes

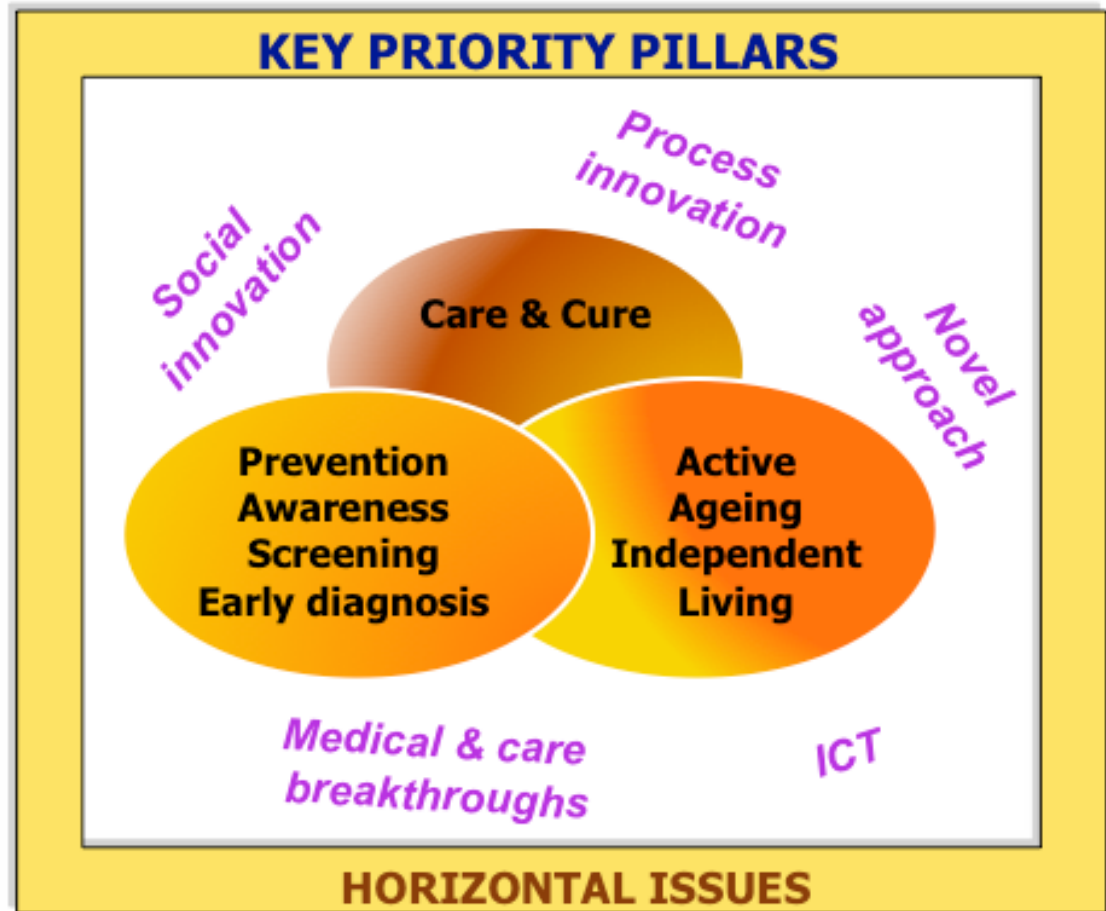
Expansion of innovative treatments

❖ => demand & supply match, diagnosed & treated patients, improved health outcomes

Business & growth opportunities for pharmaceutical, medical devices & products sectors

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How?



Active elderly health services ageing challenge health integrated European innovation public

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How?

1. Prescription and adherence at regional level

WHO

- Pharmacists
- Health professionals
- carers
- patients

HOW

- advanced clinical
- analytical ICT-enabled tools
- application of clinical protocols

AIM

- identification of non-adherent patients
- counselling them on the use of medication

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How?

4. Replicating and tutoring **integrated care for chronic diseases**, including remote monitoring, at regional level

WHO

- public & private
- care providers
- health professionals
- patients
- social carers

HOW

- network
- standardised survey tool identifying health status of multimorbid patients

AIM

- communication & integration between different health & social care providers
- avoidance of hospitalisation of older patients

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How?

5. Development of **interoperable independent living solutions**, including **guidelines for business models**

WHO

- regulatory authorities
- industry
- venture capitalists
- procurers
- patients/older people
- carers

HOW

- joined-up procurement of independent living solutions
- open standards for multi vendor solutions

AIM

- guidelines & standards on solutions for safety, mobility & communications
- sustaining independence in daily life of older persons

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Next?

- **Calls for commitment** – open to all interested stakeholders (early 2012)
- **EC Communication** (early 2012)
- **Actions Groups** – management & implementation of actions
- **Conference of Partners** – agreement & endorsement of amendments to the SIP, proposal of new actions
- **Communication & Advocacy** – high-level dialogues with MSs

Do you want to join or to know more?

<http://ec.europa.eu/active-healthy-ageing>



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