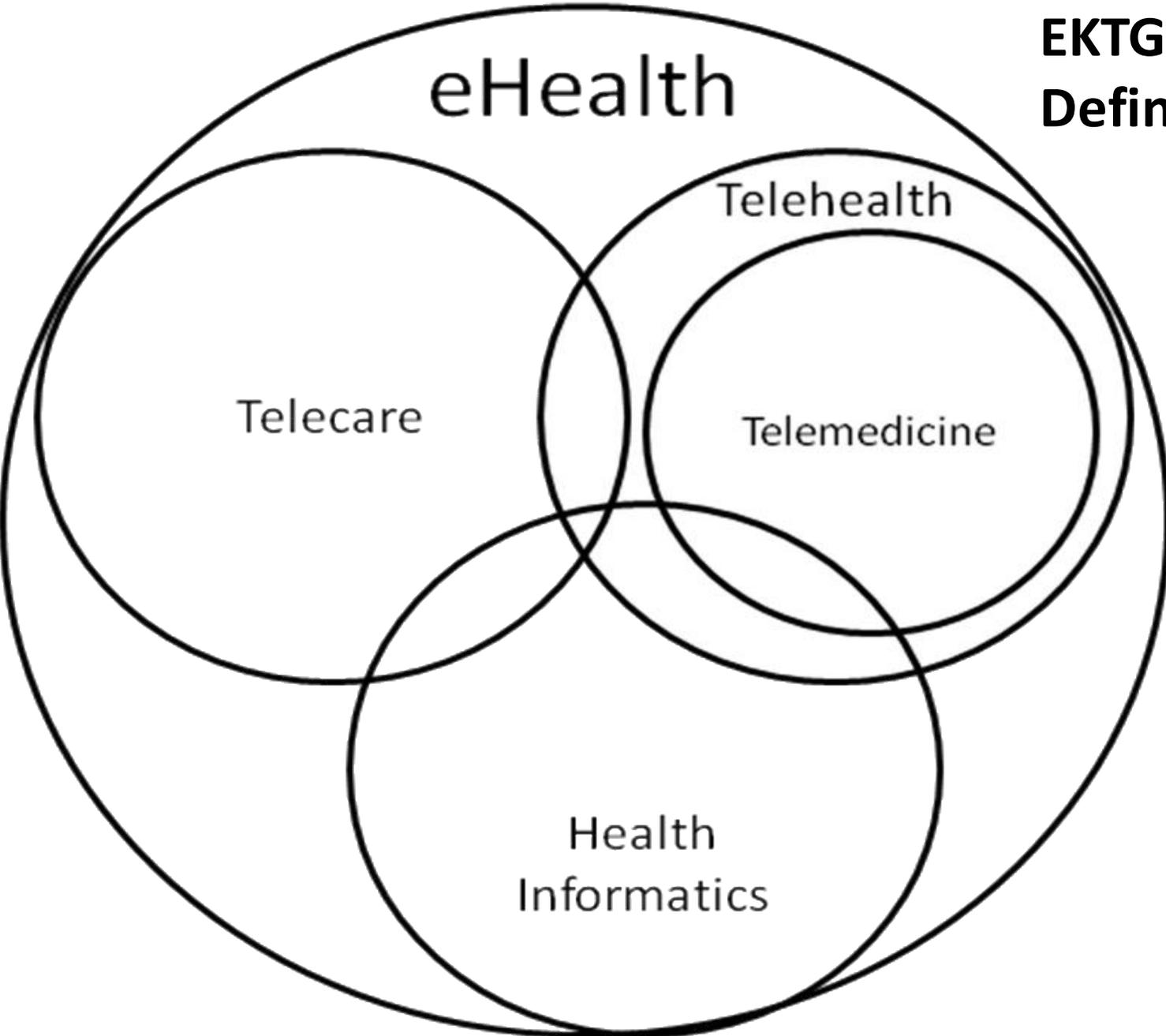


EKTG for eHealth

- EKTG is a rather special organization in the area of eHealth.
- “A highly motivated and eclectic group”
- Successful deployment of eHealth will deliver
 - Benefits to Individual
 - Benefits to Society
 - Benefits to the Economy
- Success depends on concerted efforts of diverse stakeholders. EKTG can play a useful role



**EKTG Mission
Defines eHealth**



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Delivering EKTG objectives

- Symposia bringing together people from diverse backgrounds. They have generated very positive reactions.
- Started 2010 in Odense, Denmark and at LSE
- In 2012 (Eindhoven) drilled into the drivers and barriers for the mainstream market uptake of independent living services,
- In 2013 at LSE addressed issue of many pilots but few deployments. Emerging issues included
 - How do we really make changes for disabled and older people?
 - How do we educate the people who need support?
 - How do we educate those who should provide services for them?
 - How do we pay for what's needed?
 - How can we exploit technology from field to field?
 - How to persuade the politicians?

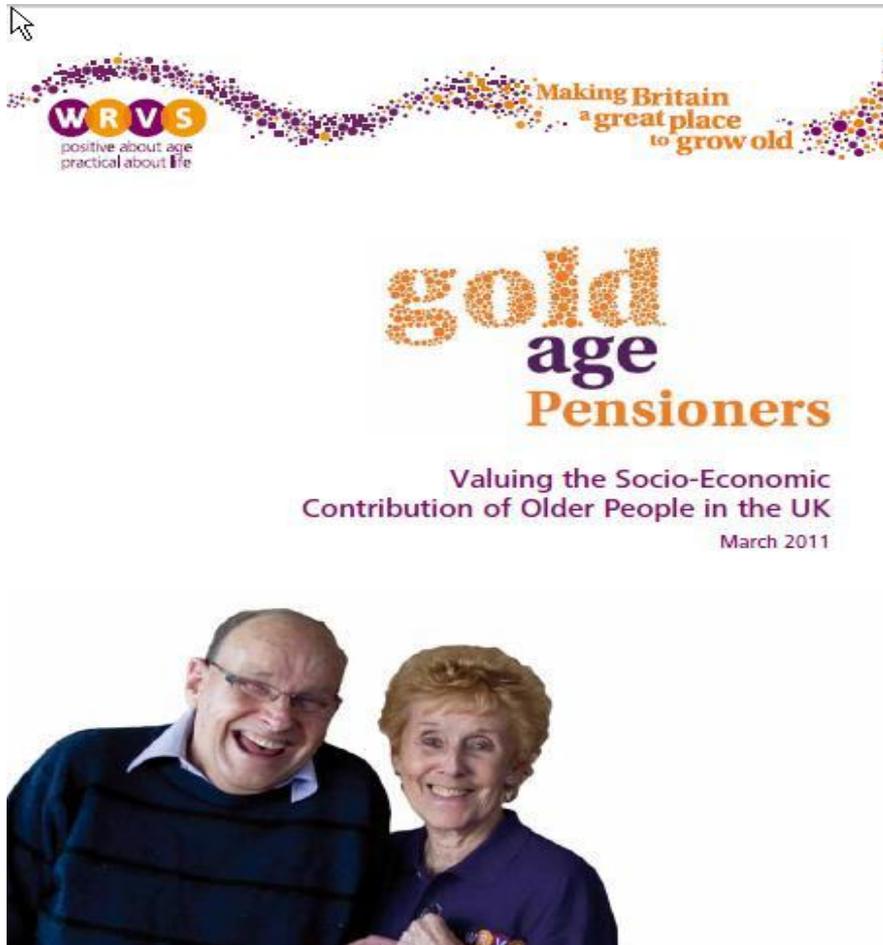


Evidence from EUROSTAT shows that the increasing percentage of older people in society means that there is also an increasing number of people with a disability.

- EUROSTAT reports indicate that there is a strong correlation between age and disability:
 - 32 % people aged 55-64 report a disability
 - 44 % people aged 65-74 report a disability
 - 60 % people aged 75-84 report a disability
 - 70 % people aged 85+ report a disability



The positive contribution to UK economy by Golden Age Pensioners



- In 2010 positive net contribution to UK economy £40 billion rising to £77 billion by 2030.
- Costs: takes account of pension, welfare, health costs.
- Benefits: Tax revenues, Consumer Spending, Provision of Care, Volunteering

Many positive examples of cost benefit using eHealth

Elective admission and risk of hospitalisation Headline finding-WSD Newham model

- eHealth Service provided for 353 people at home
- Total gross saving - £597,940
- Total net saving-£162,826
- This is based on £170 installation cost and £35/month i.e. £590 pa



Timing and Urgency

- Timing is a critical factor in market development. This has been particularly true in Consumer electronics.
- We are probably approaching a critical point
 - Effect of demographic change is accelerating - i.e. market demand is accelerating
 - Growth of a private market based on fitness and well being
 - Growth of silver economy
 - Emergence new technologies such as Big Data and IoT
- This all adds to the importance of acting now. If we don't we could lose opportunities and we could see market dominated by US

