



EU policies for Healthy Ageing and Growth

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The Juncker Plan



EC priorities

10. A Union of Democratic Change

1. A New Boost for Jobs, Growth and Investment

2. A Connected Digital Single Market

9. A Stronger Global Actor

8. Towards a New Policy on Migration

7. An Area of Justice and Fundamental Rights Based on Mutual Trust

A New Start for Europe: My Agenda for Jobs, Growth, Fairness and Democratic Change

Political Guidelines

for the next
European Commission
Jean-Claude Juncker
Strasbourg, 15 July 2014

6. A Reasonable and Balanced Free Trade Agreement with the U.S.

5. A Deeper and Fairer Economic and Monetary Union

3. A Resilient Energy Union with a Forward-Looking Climate Change Policy

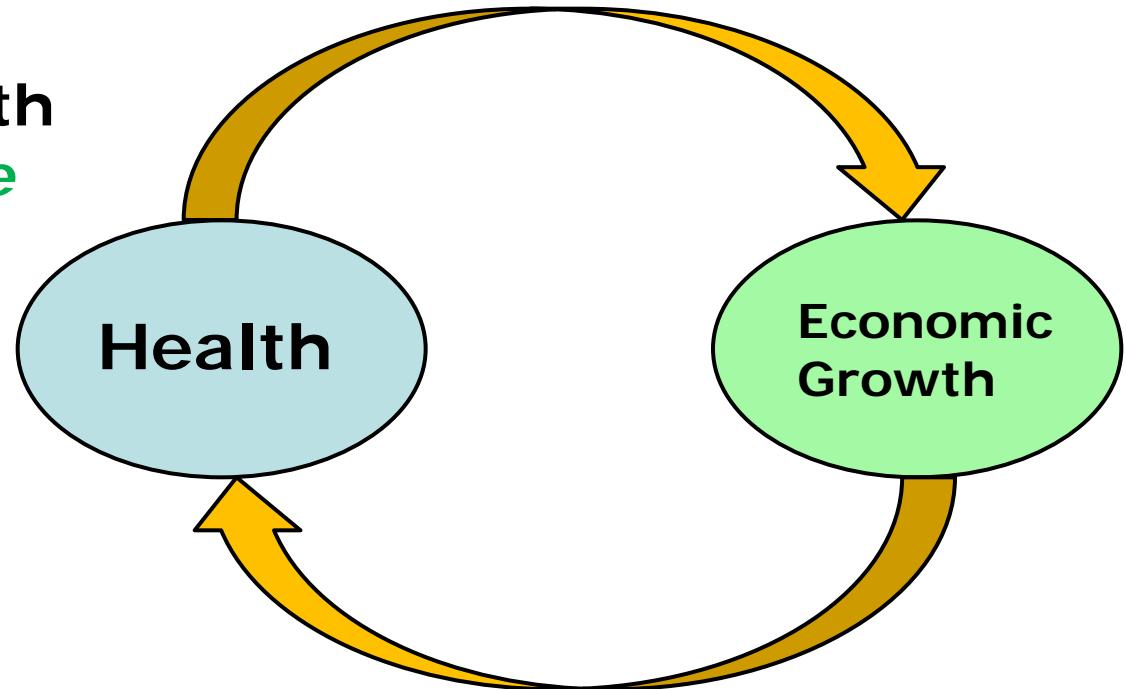
4. A Deeper and Fairer Internal Market with a Strengthened Industrial Base

Health and Growth are linked

- Need actions on both fronts:

- Health &
- Economic Growth
- ✓ *A virtuous circle*
- ✗ *A vicious circle*

- Ageing population:
 - ✓ Reason &
 - ✓ Opportunity



Ageing population



From societal challenge
chronic conditions
reactive care
burden
financial sustainability?



Dependency Ratio

- From 1:4 to 1:2 by 2060
- 80+ doubles



To major opportunity
improved functioning
pro-active, home care
asset
growth opportunity



Empowered & Engaged Citizens

- Active Ageing
- Health literacy



Cost of Care

- Up by 2-4 pp. of GDP by 2060

New Care Models

- Integrated & personalised care
- Efficiency gains



Human Resources

- Shrinking work force
- Lacking 20 mio carers by 2020



Growth and Markets

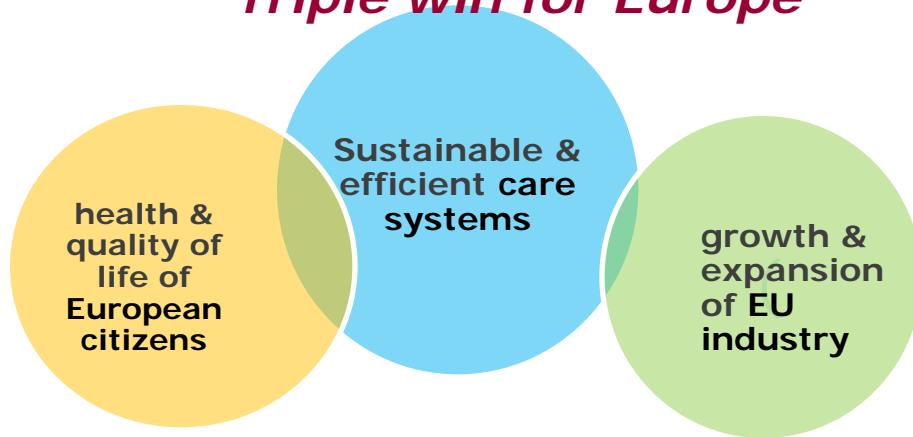
- €3.000 billion wealth
- >100 million consumers



The EIP on Active and Healthy Ageing approach

+2 Healthy Life Years by 2020

Triple win for Europe



SIX AREAS OF INTERVENTION

- A1. Adherence to treatment
- A2. Preventing falls
- A3. Frailty & cognitive decline
- B3. Integrated care
- C2. Independent Living
- D4. Age-friendly environments

- A stakeholder-led, cross sectorial, collaboration initiative for research, innovation & intervention.
- Launched 2012 as part of Europe 2020 Strategy.
- Reach a critical mass for action by pooling EU resources/ expertise & recognising innovation/ excellence.

TWO STREAMS FOR ACTION



EIP on AHA



Action Group

Action Plans with shared vision

6 Action Groups:

- Adherence
- Fall prevention
- Frailty
- Integrated care
- Independent living
- Age-friendly environments

Provide input and expertise through an open collaboration

Commitments of the partners

Deliverables

Mapping of innovative good practices

Better professional cooperation: procurement, standards, guidelines

Practical Toolkits for replication

Large scale implementation

Implementation on large scale

More integrated, efficient services

Growth

Evidenced impact



EIP on AHA



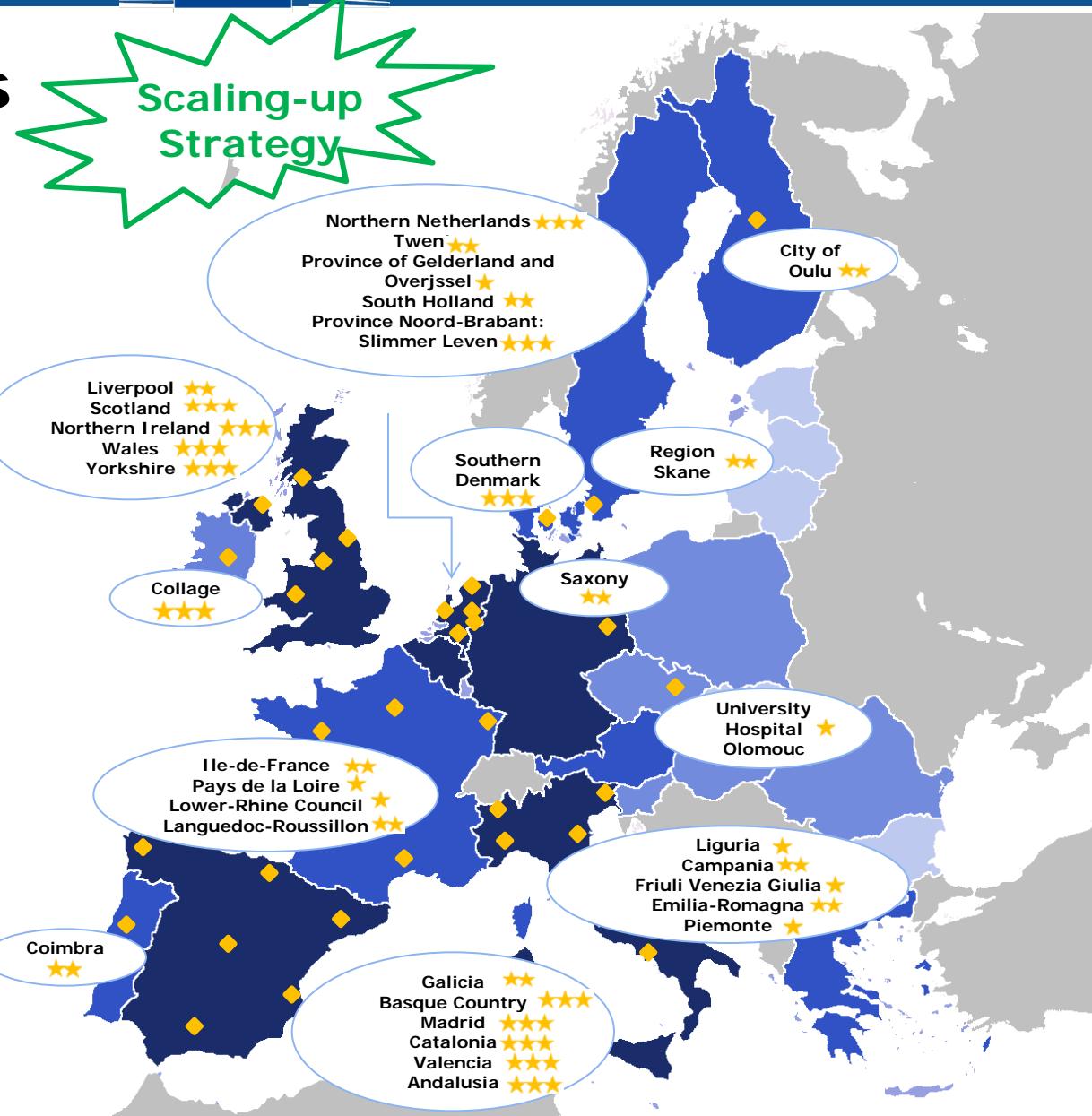
Reference Sites

32 RSs from 12 Member States
selected for self-assessment and
peer-review
(innovation, scalability, outcomes)

71 good practices of innovative
care models with sound impact
on the ground

1 July 2013 – Star Ceremony
announcement of best RSs with
stars, ready for replication and
coaching

- ★★★★★ 13 Reference Sites
- ★★★★ 12 Reference Sites
- ★★★ 7 Reference Sites



Benefits of innovations in AHA



Benefits for citizens

National Telecare Development Programme in Scotland (UK)

61% of older people felt that their quality of life was better
93% felt safer
70% felt more independent
27% thought their health had improved
87% that their families worried less about them

The ParkinsonNet network in Nijmegen (NL)

50% lower risk of hip fracture among the elderly
improved functional performance and mental wellbeing

Benefits for care systems

Electronic medical records and prescription in Galicia (ES)

10% reduction in primary care consultations
19% reduction in number of patients waiting for first appointment
75% saving in costs associated with the elimination of the film used in medical imaging

National Telecare Development Programme in Scotland (UK)

€92mio efficiencies (2006-11)
2.500 hospital discharges expedited & 8.700 unplanned hospital admissions avoided (saved: 109.000 hospital bed days, 546.000 care home bed days & 444.000 home check visits)

The ParkinsonNet network in Nijmegen (NL)

state savings of €15-20mio/yr

Benefits for growth

Andalucía's strategy on Active Ageing (ES)

322 non-profit organizations created in 2003-2011, focusing on active ageing
SENIOR programme to support young entrepreneurs: 2.672 jobs generated (52% men; 48% women)

Early diagnosis and management of brain ageing, dementia and vision impairment in Coimbra (PT)

creation of approx. 150 jobs (100 highly qualified IT, 10 psychologists, 35 researchers)

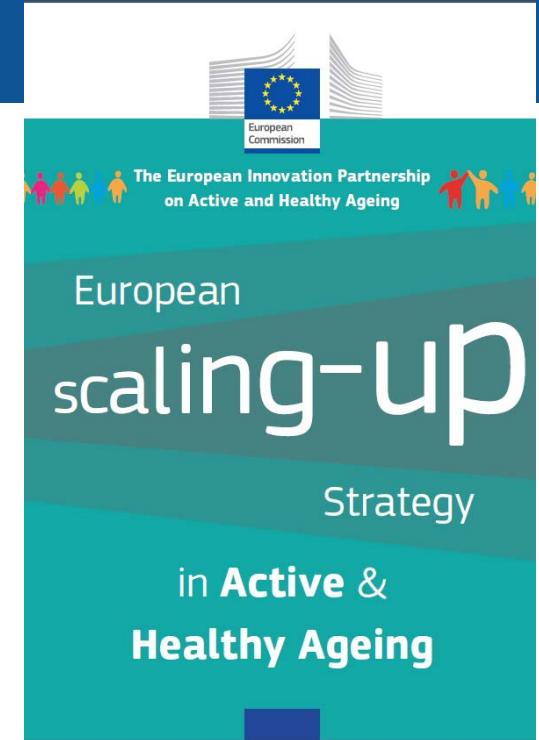
Holistic health and social services at home in Valencia (ES)

up to 152 additional professionals in related services
> 20 jobs in technology posts
business opportunities for local SMEs in international markets such as Latin America



European Scaling-up Strategy in Active & Healthy Ageing

A **roadmap** has been set up for **2015** to engage the relevant actors (EC, MS, regions) into concrete actions towards the implementation of innovations in practice, be it increase in coverage in the same location or replicability in other locations.



Silver Economy: Economic potential linked to ageing

If we reinvent our systems for health and social care, **innovative new ICT-products and services** can help us deliver better and **cheaper care for all**.



Active and healthy ageing offers also great opportunities.

If we are prepared to change our systems for health and social care, we can benefit from those.



Travel

Ageing in good health allows us to



Work for more years



Learn new things



Prepare our homes for living independently for the many years to come

- Opportunity to **reform health and care systems** to achieve more performing and less expensive services
 - e.g. use of ICT for telemonitoring, exchange of data between care professionals
- The ageing "**Babyboomers**" **consume goods and services** to maintain an active, autonomous and healthy lifestyle
 - e.g. tourism, entertainment, health & well-being, lifelong learning, smart age-friendly homes

Digital Single Market



Vision

- Citizens and businesses seamlessly access and exercise online activities under conditions of fair competition, irrespective of their nationality or place of residence

Built on three pillars

1. Better access for consumers and businesses to online goods and services across Europe
2. Creating the right conditions for digital networks and services to flourish
3. Maximising the growth potential of the European Digital Economy

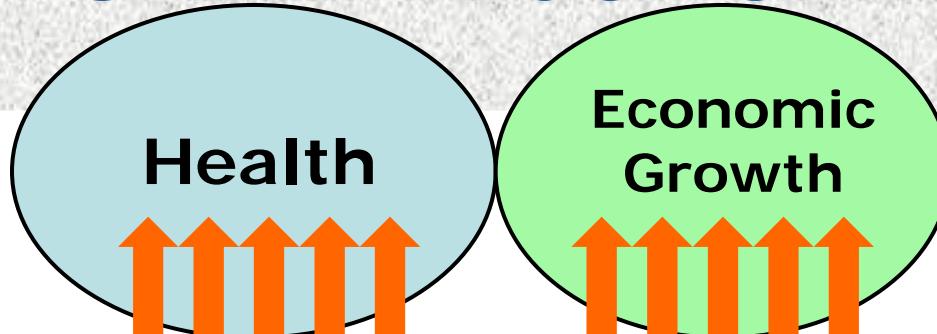
DSM and healthcare

- Relevant to eHealth, mHealth, telemedicine, telehealth: e.g. digital tools and services for wellbeing and management of chronic conditions
- Specific actions around interoperability and standardisation, digital skills
- Initiatives such as the EIP AHA to serve as platforms for demonstrating the benefits from e.g. connected telehealth services within the DSM

How do things come together?



SILVER ECONOMY



Silver Economy actions

Investment Plan

Digital Single Market

Scaling-up Strategy in AHA

EIP on AHA



Conclusions



1. Ageing population: the **reason & opportunity for innovation**
2. Actions on **both Health & Growth** fronts
3. Silver Economy: the **opportunity for growth & job creation**
4. EIP on AHA: the **foundation**
5. The **means**:
 - Scaling-up Strategy in AHA
 - Digital Single Market
 - Investment Plan
 - Specific Silver Economy actions
 - Synergies across sectors: health, social services, transport, energy efficiency, tourism etc.
6. Key **players**:
 - Regions, Member States and private sector
 - *commit ESIF, private investments, innovative procurement ...*



A screenshot of the European Innovation Partnership on Active and Healthy Ageing website. The header includes the European Commission logo and the text "EUROPEAN INNOVATION PARTNERSHIP on Active and Healthy Ageing". The main navigation menu includes Home, Members, Initiatives, Funding, Forum, Documents, Events, News, and About. A banner image shows a man and a woman looking at a tablet. To the right of the banner is a sidebar titled "Thematic areas" with links to Prevention, screening and early diagnosis; Care and cure; Active ageing and independent living; and Horizontal issues and framework conditions. Below the banner are sections for "Latest events", "Latest news", "Welcome", "Latest initiatives", "Latest forum posts", and a "Get involved!" button. The "Latest news" section includes a link to "news with too big picture".

More information

EIP Marketplace:

<https://webgate.ec.europa.eu/eipaha>

Active and Healthy Ageing Partnership

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

Disclaimer: The views expressed in this presentation are those of the author and do not represent the view of the European Commission on the subject matter