



Social protection and healthcare in an ageing Europe: challenges and possible answers

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Summary

1. *The objectives of AGE Platform Europe*
2. *The challenge demographic change*
3. *Achieving active and healthy ageing: ongoing initiatives*
4. *The role of eHealth: opportunities and challenges*
5. *ICT-supported integrated care: the case of SmartCare*



AGE Platform Europe

European social NGO advocating for the rights of older people, for social inclusion and against discrimination

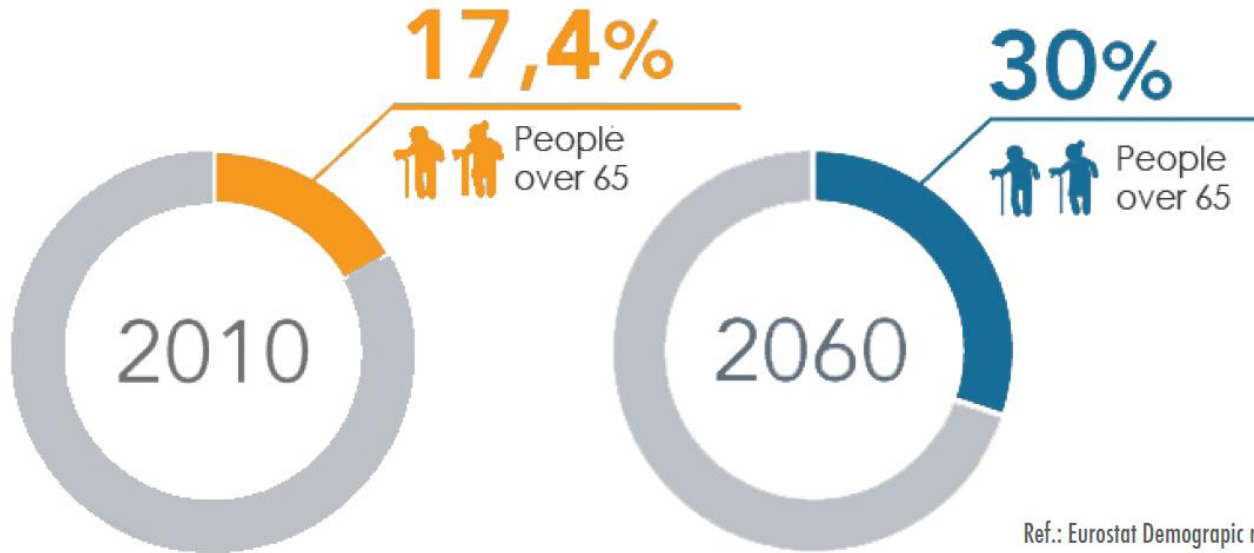
150 members from all over Europe

14 Task Forces (Poverty, Employment, Accessibility, Healthy Ageing, Dignified Ageing, Consumer rights,...)

- **Raising awareness on the older people's needs and wishes** in research projects, industrial production, service provision and policymaking
 - Involvement in European **projects**: Advisory Boards, User Fora, pilot visits,...
 - European **policy processes**: lobbying the European institutions and European campaigns, e.g. solidarity between generations, age-friendly environments, European Parliament Intergroup on Ageing,...

- **Pooling with other European NGOs and stakeholders**
 - Member of the Social Platform, the European Anti-Poverty Network and the European Public Health Alliance

An ageing Europe



Ref.: Eurostat Demographic report 2010

The challenges

- **Improving living standards of older people**
 - Older people in Europe are on average less at risk of poverty than other age groups, but...

- **Ensuring intergenerational solidarity**
 - Avoiding the intergenerational «battle»

- **Favouring independent living and active and healthy ageing**
 - Older people need to be able to live healthy and independent lives with adequate support for their long-term care needs

Independent living and active and healthy ageing

- **Making active and healthy ageing possible: Age-friendly environments and Social Investment**
- **From a clinical, institutional and healthcare-oriented approach towards social care and independent living: from “patient” to “person”**
- **The need to integrate care and use the potential of ICT solutions**

Independent living and active and healthy ageing

European policies and initiatives

- Social Investment Package
- European Innovation Partnership for Active and Healthy Ageing
- Active Ageing Index / Healthy Life Years indicator

European-level campaigns and research projects

- AFE-INNOVNET



- EU-funded eHealth projects

eHealth for and with older people

- **What are older people's attitudes towards ICT?**



"At my age it is very difficult to understand technology"
(Female, 81 years old, Badalona)

"Older people are being surpassed by technology and they can't follow it"
(Male, 72 years old, Antwerp)

"I think it's the future of life. Look at the phones...when I was young the phones did not exist and now we are all under control"
(Male, 83 years old, Badalona)

eHealth for and with older people

- **Do older people want ICT-supported care?**

"I can do without the healthcare technologies and wouldn't miss the end of it... My bloods are closely monitored by the doctor so the devices aren't as necessary for me. I would miss the visits and the calls however"

(Female, 79 years old, Louth)

"I will miss the chats with those who called when looking after the equipment"

(Male, 78 years old, Louth)

Lesson learnt: at the end of trial, many people would not miss the technology, but the contact with the people who called in and visited them

eHealth for and with older people

- **Do older people feel comfortable enough to use technology?**

"I never had to use the Mambo, but it is always plugged in. In the beginning I used to test it by pushing the button... I do not really like it; I am afraid some of the grandkids could come in and push the button, putting out an SOS!"

(Female, 85 years old, Louth)

"The blood-pressure meter is difficult to place in the arm"

(Male, 83 years old, Badalona)

"I only use the devices when my daughters come to visit, once a week"

(Female, 70 years old, Badalona)

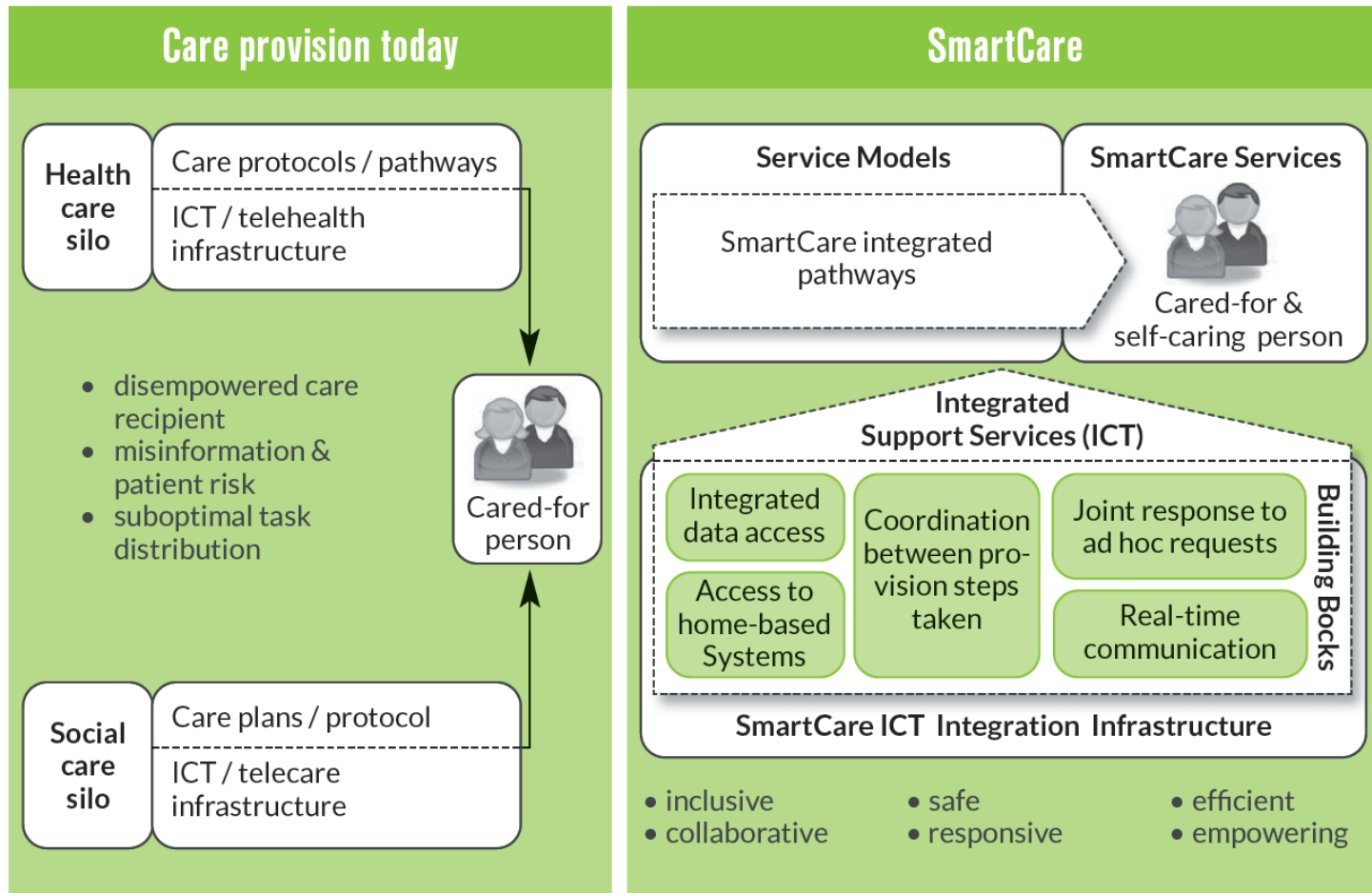
Lesson learnt: User-friendliness (design-for-all) and accessibility should be at the heart of innovation: future generations will be more ICT-literate as technology evolves, but there will also be people less confident than others.



eHealth for and with older people

- **Active participation of older people in the design and implementation of ICT solutions is essential**
- **Closing the gap between research and social reality, meeting expectations**
- **Win-win: good for older people, for researchers and for society as a whole**

ICT-supported integrated care: the SmartCare project



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ICT-supported integrated care: the SmartCare project

Objectives:

- Improve the quality of the care delivered: clarify roles, share information and improve the use of resources
- Exploit the potential of ICT to allow integration along two pathways: hospital discharge and home care
- Take on board the user perspective: Users' Advisory Board



ICT-supported integrated care: the SmartCare project

Lessons learnt:

- Personal contact remains invaluable for older people; it is also an essential factor for the success of the ICT solutions deployed
- End-users in remote/rural areas seem to see more clearly the benefits of ICT and integration
- Informal carers are essential and need to be involved in all stages of the implementation
- Integrated care cannot succeed without the strong commitment of all care professionals

ICT-supported integrated care: the SmartCare project

Issues for further observation:

- Do older people feel a real change in the quality of the care delivered?
- Does integration improve the quality of life of informal carers?
- Does ICT-supported integrated care help save resources?
- Does cultural change really happen?

Integrated care, a major issue far beyond ICT, structures and means

Improving quality of life outweighs the savings potential

*“If savings are the starting point, then that risks losing the fundamental objective of working together, which should be **better services and outcomes** for people.”*

Rob Greig, The Guardian, 30 March 2015

*“Undoubtedly there are efficiencies through providing services in an integrated way, however the evidence seems to point to the **biggest benefits being linked to service user experience, rather than always real cash benefits.**”*

Sue Rogers, The Guardian, 30 March 2015



Integrated care, a major issue far beyond ICT, structures and means

Changing culture, the essential step:

*“[Integration is] more **about people and relational transformation than endless structural reforms and system tweaking.**”*

Lynne Livsey, The Guardian, 30 March 2015

*“Without attention to **the way that professionals and systems “talk”, relate, prioritise and generally see their worlds and those of others,** we reduce the chance of realising integration aspirations. Culture is the essential glue for making integration happen [...] As Peter Drucker, the management guru, famously and wisely observed, **“culture eats strategy for breakfast”**”*

Annie Hudson, 24 November 2014

User involvement in eHealth for active and healthy ageing

- **INNOVAGE – Social Innovation promoting active and healthy ageing**



- **ENGAGED – Community for Active and Healthy Ageing**



- **Age-Friendly Environments Campaign and Thematic Network (AFE-INNOVNET)**





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