



# EU policies for Healthy Ageing and Growth

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1. A New Boost for Jobs, Growth and Investment

2. A Connected Digital Single Market

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

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

5. A Deeper and Fairer Economic and Monetary Union

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

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

8. Towards a New Policy on Migration

9. A Stronger Global Actor

10. A Union of Democratic Change

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

**Political Guidelines**

for the next  
European Commission

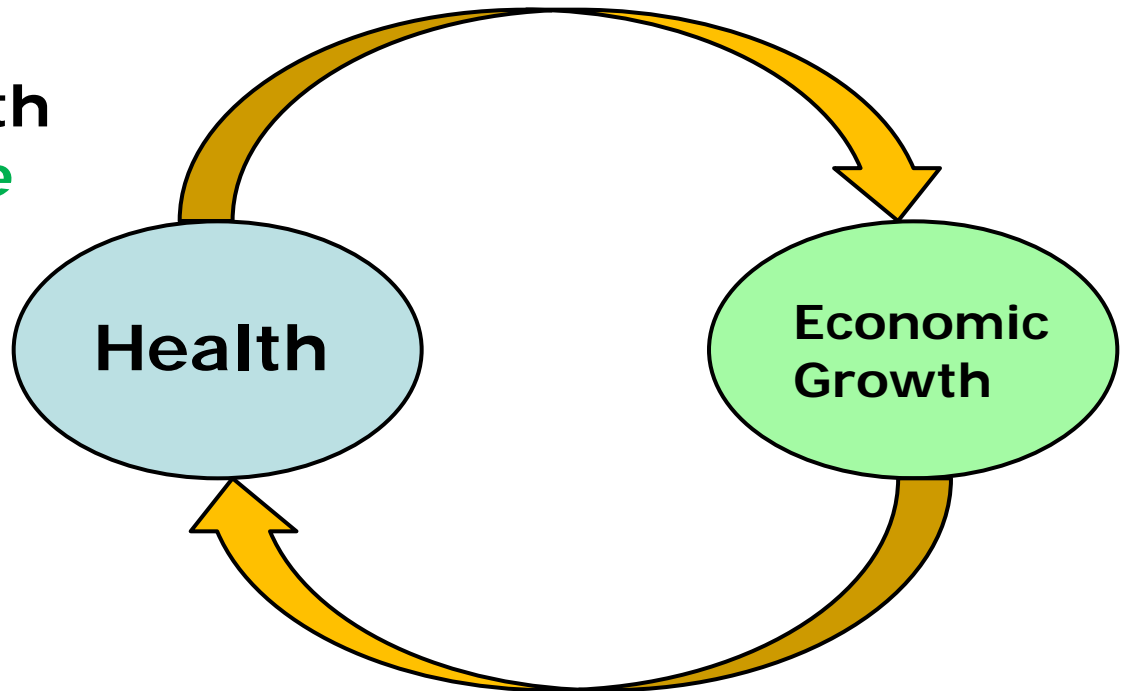
Jean-Claude Juncker

Strasbourg, 15 July 2014

# Health and Growth are linked

- Need actions on both fronts:

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



- Ageing population:

- ✓ Reason &
- ✓ Opportunity

# Ageing population



***From societal challenge***  
chronic conditions  
reactive care  
burden  
financial sustainability?

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



## Dependency Ratio

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



## Cost of Care

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



## Human Resources

- Shrinking work force
- Lacking 20 mio carers by 2020



## Empowered & Engaged Citizens

- Active Ageing
- Health literacy



## New Care Models

- Integrated & personalised care
- Efficiency gains



## Growth and Markets

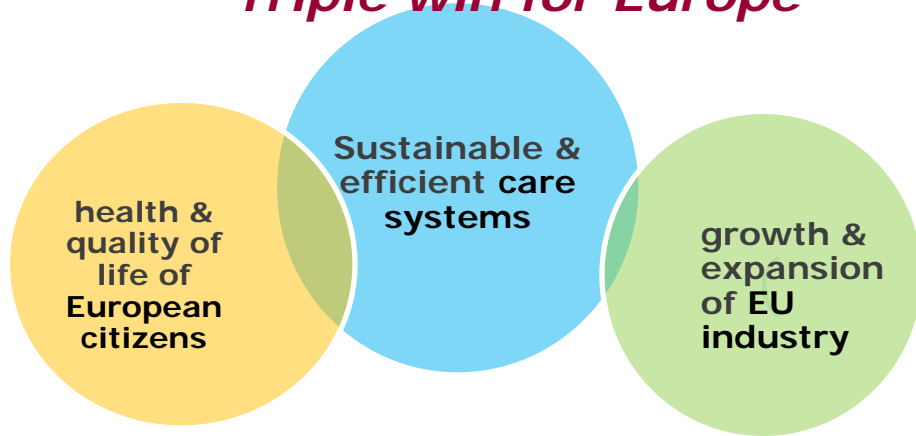
- €3.000 billion wealth
- >100 million consumers

Silver Economy

# 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





**Action Group  
work**

## 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**

**Local  
implementation**

**Large scale  
implementation**

## Deliverables

Mapping of innovative good practices

Better professional cooperation: procurement, standards, guidelines

Practical Toolkits for replication

**Scaling-up Strategy**

Implementation on large scale

Growth

More integrated, efficient services

Evidenced impact

# EIP on AHA



## Reference Sites

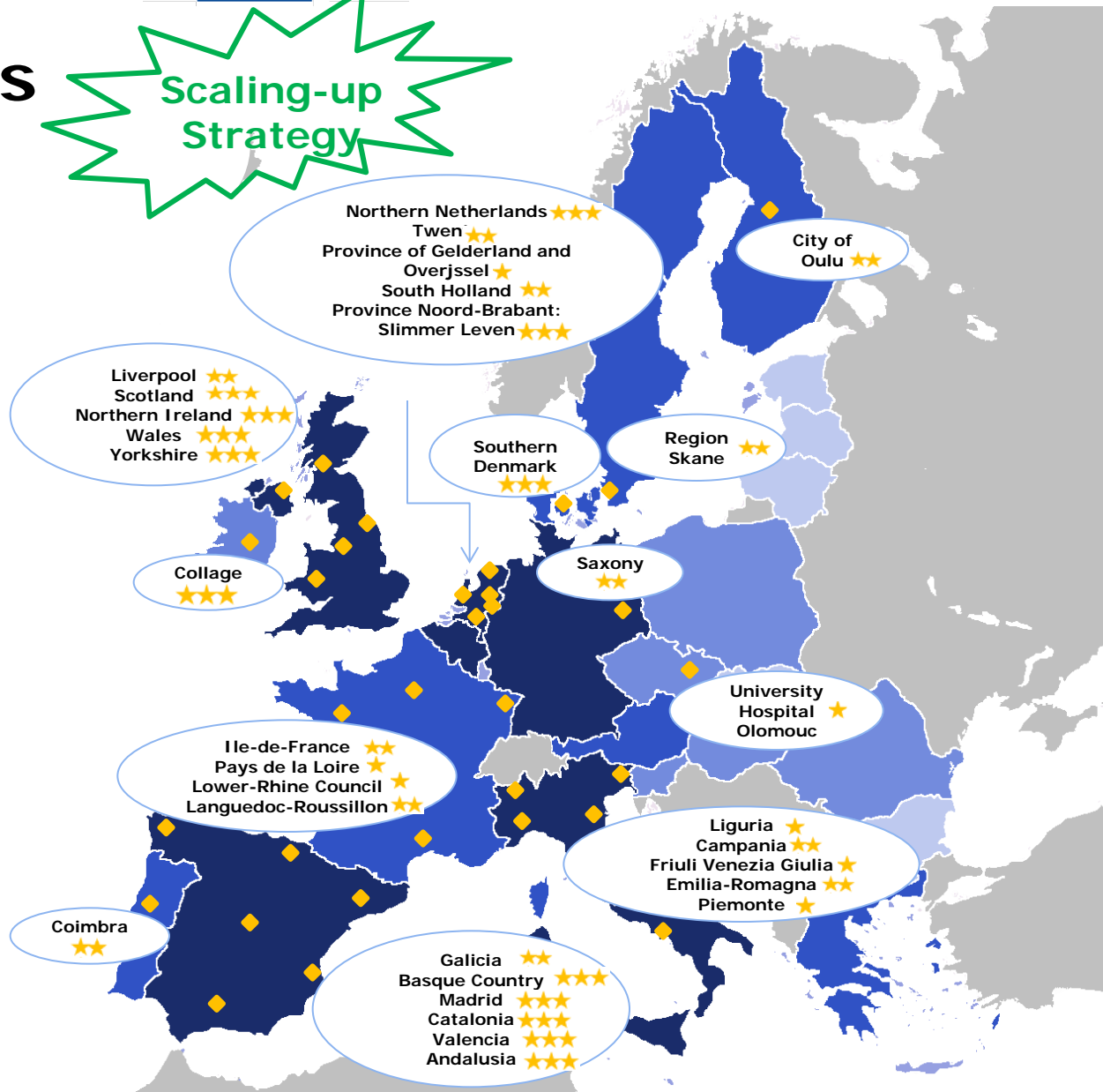


**32 RSs from 12 Member States**  
selected for self-assessment and  
peer-review  
(innovation, scalability, outcomes)

**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

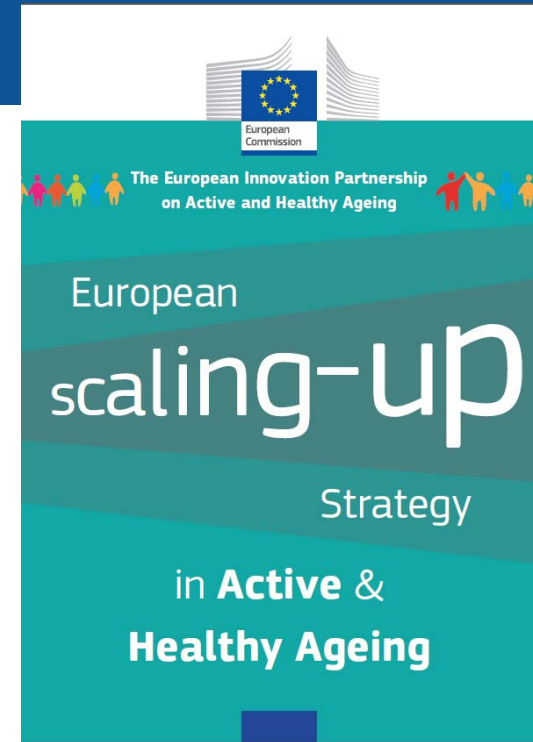
> 20 jobs in technology posts

business opportunities for local SMEs in international markets such as Latin America

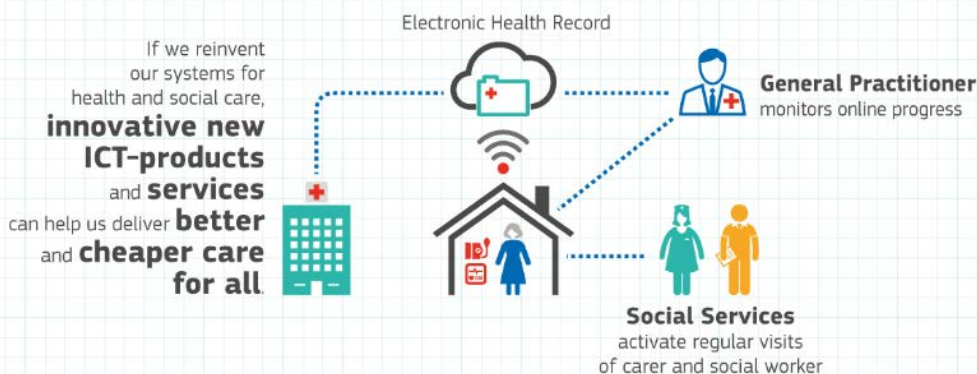


# European Scaling-up Strategy in Active & Healthy Ageing

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



**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.

Today **Europeans over 65** have a **spending capacity** of **over €3,000 billion**. € € €



- 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

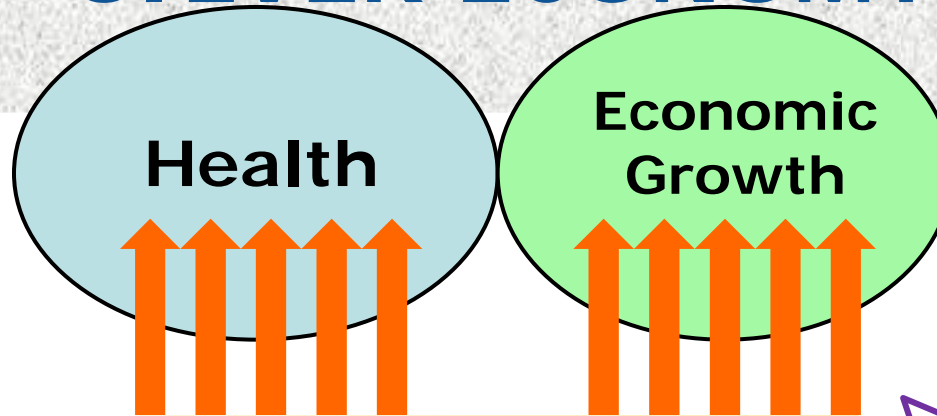
## DSM and healthcare

- 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



# 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 ...*



The screenshot shows the website for the European Innovation Partnership on Active and Healthy Ageing. The header includes the European Commission logo and the title "EUROPEAN INNOVATION PARTNERSHIP on Active and Healthy Ageing". A navigation menu contains links for Home, Members, Initiatives, Funding, Forum, Documents, Events, News, and About. The main content area features a large image of an elderly couple with the text "The Marketplace". To the right of the image is a "Thematic areas" sidebar with four items: "Prevention, screening and early diagnosis", "Care and cure", "Active ageing and independent living", and "Horizontal issues and framework conditions". Below the main image are four sections: "Latest events" (listing AFE Annual Meeting Brussels and test 2 Brussels), "Latest news" (listing news with too big picture and nw test 2), "Latest initiatives" (listing TEST 3 J. APPEYARD and test download xls O. MELLINGER), and "Latest forum posts" (listing posts by Amelie QUIRKE and Juliette LEGROS). On the right side, there is a "Share with" section with social media icons, a "Welcome" section with "Register" and "Login / Register" buttons, a "Get involved!" section with a group of people icon, and an "Action" section with a person icon.

*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*