Answering the challenges of demographic change on the field of cure and car

FORUM 09 VIENNA

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Demographic developments in Europe

- Decreasing number of youths
- Heavily aging population (75plus)
- Decreasing employment
- Heavily social isolation aged people
Growth of medical amenities

• We want to temper the growth of medical hospitals and residential care institutes
• We know that alternative models are necessary
• Infrastructure and (health and living) services can possibly replace the hospitals of today
Development of markets

- Market for home domotics is developed, but not successful
- There’s now market yet for integrated solutions outside the house, into the community;
- Shortage on living lab environment for testing and market introduction
- No finance structures in Europe for the exploitation of ICT based services
Regional perspective

An example of a project Integrated Care Community with health services

• In the Netherlands Orbis developed the Elderly Living Village concept Parc Hoogveld
• Including housing, wellness, care, services and a garden of well-being
• Providing a safe environment for recreation and activity coaching
• Integration of new ICT technologies in the daily environment of the ageing population
Parc Hoogveld: Integrated Living Community
Sittard Netherlands
New technology potentials

• Past: focus on isolated technological solutions inside the home of elderly (smart houses)

• At the moment: development of integrated living communities (integrated infrastructures, low use of technologies)

• In the future: development of social community networks; integrating ICT based services addressing social interaction and prevention
ICT based services for independent living

• Socialization services; social interaction, support groups, leisure activities
• Monitoring services; physical status and behaviour analysis
• Medical services/short term healthcare services; through virtual care teams consisting of a variety of care personal and making use of mobile wireless technologies
• Guidance services; walking aids, hearing and visual devices, ergonomic adaptations in houses or appliances
• Care and wellness; activity stimulation, keep fit exercises
• Security; feel safe and alarming systems
Future Challenges

• There’s a growing need for holistic service concepts as a solution for the demographic change in Europe;

• Integrated infrastructures are needed as a starting-point for ICT based services

• In the future ICT based social community networks can play a role in reducing cost and dealing with labour shortage;

• Partnerships and open innovation models are needed for different phased of development, investment and realisation of holistic concepts;
Conclusions

- Demographic development demands another view on medical and care amenities.
- We need living labs for health services to make a better implementation model for the industry.
- ICT and technology are basic conditions for progress of new models.
- Social Economic Participation of elderly people (60 plus) is a big challenge.