

# PHILIPS

sense **and** simplicity

*EFP European Policy Workshop*

## ***Active and Healthy Ageing – a Long - term View up to 2050***

Bart Schelfhout

Philips European Affairs Office

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# EU2020: Raising R&D investments to 3% of GDP

- Company investments are driven by expected returns
- Low private R&D investments in EU reflect unfavourable framework conditions for innovation
- Wide range of policy measures across EU innovation system are needed to boost private R&D and innovation
  - Input: more public investments in Knowledge Triangle
  - Throughput: more efficiency & effectiveness
  - Output: more market demand for innovative products & services





## Invest more in Knowledge Triangle

- Shift direction of investments towards societal challenges in common interest of society, public sector and private sector
  - Sustainability
  - Energy efficiency
  - Clean water
  - Personal well-being
  - Ageing population
  - Homecare, independent living
  - Better healthcare for all, at lower cost
- Gear EU budget more towards future knowledge-based economy
  - Increase budget for next R&D Framework Programme



## Boost demand for innovative products and services

- Stimulate market demand by innovation-friendly regulation, standardisation and public procurement
  - Without market demand, companies have little reason to invest in R&D
- Unleash power of public procurement to promote innovation
  - Total public procurement in EU amounts to over 2 trillion euro per year
  - Use EU Structural Funds as incentive
- Remove national barriers and complete Single Market
  - E.g. in tendering processes for healthcare systems, privacy legislation regarding patient data, reimbursement models for healthcare costs

# **Cardiovascular Disease Prevention, Screening and Early Diagnosis**

- Partnership aimed at providing a disease-specific comprehensive and integrated approach towards early diagnosis and prevention of CVD.
  - i.e. prevention of the onset of disease,
  - prevention of onset of symptoms in persons at-risk, and
  - prevention of exacerbations or recurrence of symptoms in patients.
- Addressing effective prevention of CVD through Guidelines requiring:
  - disease insights,
  - technology-based (devices, ICT, ...) solutions,
  - effective approaches towards human behaviour change and motivation,
  - new service and business models,
  - novel concepts towards clinical and care workflow.
- Building on established projects in CVD, e.g. HeartCycle and MyHeart.

# Chronic Disease Management

- Health systems will become unsustainable in 5-10 years if chronic diseases are not addressed in a coordinated way.
  - Integrated CDM solutions bring reduction of healthcare costs by 10-20% and 85% decrease of mortality for CVD in 5 years.
- Aim of partnership proposal: to develop novel integrated solutions for Chronic Disease Management:
  - insights into development and management of major chronic diseases;
  - socio-behavioral aspects of connecting to and motivating patients, e.g. compliance to treatment, lifestyle, social connectedness;
  - a comprehensive set of enabling technologies (e.g. personal health monitoring and feedback, Personal Health Records, home health solutions, data mining and cloud computing)

# Lifestyle Management

- Global societal trends fuel need for orchestrated approach towards LM.
  - ageing population, but also globalisation/urbanisation, rise of emerging markets, and consumer empowerment
- Lifestyle management aims at supporting people to live comfortable, safe & secure and active lives also at an advanced age and enabling independent living.
- Aim is the setting up of a partnership addressing personal wellbeing:
  - Exercise Motivation, Nutrition Management, Sleep Management and Stress Relief.
  - Immersive and motivating communication (incl. Coaching) aimed at improvement of (short and long term) user adherence to the program
- Successful deployment depends on reimbursement schemes, privacy and security framework with respect to cross border data acquisition.

# Final reflections

- Health management of elderly citizens is as much a social as it is a medical challenge
  - Research into social connectedness vs loneliness
- Key areas of innovation:
  - Adherence and compliance
  - Behavioral change
  - Community (network-) based communication
  - Patient involvement
  - Uniformity in solutions (interoperability, transferability)
  - Robust, reliable, easy to use, affordable solutions
- The growing burden upon business of paying for social security provisions in times of economic crisis ... should business take more ownership of the health of employees? Perhaps a role for the partnership?