



We see a growing need for health care



## Aging Well

Philips believes that we need to move away from viewing aging solely as a time of inevitable decline to one that can be rich with new innovations and possibilities.

Governments, employers, communities and individuals need to create the conditions for older persons around the world not merely to live longer, but to flourish.

Together, we have the opportunity to reimagine aging, to find creative ways to apply the experience and knowledge of older people to build age-friendly societies that will enable everyone – of whatever age – to put his or her capabilities to best use.

### Philips believes that:

Solutions – such as technology, personal skills and human resilience – and the creators of solutions, including policy makers, employers and innovators, can together create positive change toward a new society focused on the health and well-being of an aging population.

The best way to optimize personal aging and capabilities is by limiting modifiable risk factors and taking advantage of prevention and treatment interventions, either to obviate or manage the diseases – hypertension, stroke, diabetes, asthma, cancers, dementia, etc. – that often affect the ability of people to add healthy years to their lives.

Personal aging and capabilities can be further optimized by individuals being able to live independently and stay engaged

as they age. While technology use can serve as a solution to make this desire a reality, barriers to the adoption of available technologies persist.

However, if technology-based solutions and policies are developed starting with the needs and desires of the elderly, more and more people can live more fulfilling lives in the setting of their choice.

## Global Picture

Since 1900, life expectancy in industrialized countries has risen by 30 years, so that we can now expect to live for 80 years and more. The United Nations note that both decreasing fertility rates and improvements in life expectancy are tipping the distribution of world population toward older persons.

While today nearly 900 million people are over the age of 60 in a global population of 7 billion, this number will reach 2.4 billion by 2050. By 2025-2030, the population over 60 will be growing 3.5 times faster than the total.<sup>1</sup>

While marked improvements in life expectancy worldwide are important indicators of progress in human development, they also have personal consequences for individual lives to which societies, communities and families have not yet adapted.

Aging populations are a worldwide phenomenon that will upend established social policies and practices in many areas, without regard to national borders.

Many fear that the steady increase of elderly people, many suffering from chronic, incurable progressive diseases and in need of assistance with daily living, will impose an unsustainable imposition on health services, welfare provision and economic growth. How can economies, both developed and developing, tackle this ticking time bomb?



## Philips' Position

At Philips, we see things differently. Instead of focusing on the mounting problems, Philips identifies opportunities and innovative solutions. We agree strongly with the point made in a 2012 letter to *The Lancet*<sup>2</sup>, that “instead of being portrayed as a problem, increased human longevity should be a cause for celebration.”

Expanding on their central argument, the Philips Think Tank on Aging Well produced a White Paper<sup>3</sup> which argued that the “longevity dividend” offers a historic opportunity for societies throughout the world.

The White Paper discusses the importance of examining changing demographic trends and reflecting not only upon how individuals can age successfully, but also how public policy, social institutions and private enterprise can respond to these changes appropriately and productively.

By re-envisioning aging in positive ways, we can realize and gain from the social capital inherent in the wisdom, experience, interests and contributions of older persons as family members, community members and active participants in the workforce.<sup>4</sup> The challenge is finding creative solutions to bring about this positive change.

Philips understands that Access to Healthcare is about more than just providing innovative medical equipment. Our challenge is also to reach as many people as possible.

## Innovative Solutions: Philips Home Healthcare

Whether it entails medical professionals engaging with patients at home via technological innovation, or providing greater independence to elderly citizens in their own dwellings

through a range of pioneering devices, Philips is driving home healthcare as a new axis in the medical domain.

### *Medical alert and emergency systems*

Senior citizens and their families are given peace of mind by connecting an elderly person with immediate medical assistance. Getting assistance is no more complicated than pushing a button on a wristband or pendant.

In addition, the device detects when a person falls and automatically calls for help if the injured party is unable to push their help button. When one considers that falls are the leading cause of non-fatal injuries and hospital admission for trauma, the crucial importance of this device becomes evident.

### *Telehealth*

Philips Hospital to Home telemonitoring solutions enable healthcare providers to monitor chronic disease patients while the patient stays at home.

Telehealth programs allow for early intervention in patient care, more informed decision making in patient management, greater patient self-care, and reduced risk of repeated hospital admissions and ER visits.

### *Cloud-based healthcare platform*

Philips and salesforce.com have formed a strategic alliance to deliver an open, cloud-based healthcare platform, to enable medical device and data interoperability -- the collection of data and subsequent analysis to enhance clinical decision making by professionals and enabling patients to take a more active role in managing their personal health.

The new platform will host Philips clinical applications, including eCareCoordinator and eCareCompanion, and will facilitate Philips' Hospital to Home clinical programs.

## Global Partnerships

Philips' creative solutions are bringing positive change to millions of people around the world but we recognize that this journey cannot be taken successfully by any one organization. Philips is committed to global relationships that are positive, effective, and far-reaching.

These result in the successful integration of technology, policies, financing, training and communications that contribute to the development of a better quality of life for all. Global partnerships and collaborations that Philips takes a leading role include:

### **Philips Think Tank on Aging Well**

A group of Philips and non-Philips experts on global aging, the aim of the Philips Think Tank on Aging Well was to contribute to a more positive dialogue on aging. Between 2010 and 2012, the Aging Well think tank developed a model for "Aging Well" to explore the possibilities and prospects for successful aging. The Aging Well model considers the individual's personal capabilities and experience within the larger context of aging societies and public/private policies, seeking to balance individual autonomy and social participation through successful management of the personal transitions associated with aging.

### **Georgetown University: Aging Well Working Session Series**

The Aging Well Working Session Series held in late 2013 consisted of three expert roundtables hosted by the Global Social Enterprise Initiative at Georgetown's McDonough School of Business and Philips. The series focused on removing barriers that prevent people from aging in the setting that they most prefer. Meeting participants included leaders from industry, nonprofits, government and media. The diverse group brought expertise across various fields including health care, technology, aging, product innovation and policy.

### **Global City Indicators Facility (GCIF)**

A regular contributor to the work of the Global City Indicators Facility (GCIF), Philips recently collaborated with the GCIF to release a report on Cities and Ageing. This report outlined strategies for addressing the needs of the ageing urban population and illustrated how internationally standardized indicators of "age-friendly cities" can be used to benchmark and predict scenarios for better-informed decision-making. The report will inform and guide city leaders on how to better confront the challenges associated with an ageing population.

### **European Innovation Partnership on Active and Healthy Ageing**

Philips is a committed partner in this pilot initiative launched by the European Commission to foster innovation in the field of active and healthy ageing. Philips participates by working in an action group on Integrated Care, alongside regional authorities, academics and other industrial partners. This action group identifies and optimizes drivers for large-scale take-up of ICT in integrated health and care settings for the benefit of the elderly.

### **Advancing Care Coordination & Telehealth Deployment (ACT) Programme**

Philips initiated the ACT Programme, bringing together a pan-European consortium of leading companies, universities, hospitals and healthcare authorities. The ACT program defines best practices in care coordination and telehealth to address the ageing population and the related burden of chronic disease. The objective of this EU co-funded project is to help overcome organizational and structural issues in patient stratification, patient and staff engagement, optimization of organizational structures, and efficacy and efficiency.

## Moving Forward Together

Philips believes we have the opportunity to re-imagine aging, to find creative ways to apply the experience and knowledge of older people to build age-friendly societies that will enable everyone – of whatever age – to optimize their capabilities.

Home healthcare, if underpinned by an appropriately structured business model, has the potential to become part of the medical mainstream and, in so doing, will help to deliver faster, more systematic, simplified secure patient-focused care against the backdrop of extremely testing demographic, economic and infrastructural realities.

However, only a coordinated effort of cooperation from all players in the healthcare arena will initiate the paradigm shift required to achieve this. At Philips, we're committed to this goal and we will continue to develop and collaborate on new technologies, solutions, protocols and models across the continuum of care.

### **References**

- <sup>1</sup> World Population Ageing: 1950-2050, (New York: United Nations Publications, 2002), chaps. 1 and 2, p
- <sup>2</sup> Peter Lloyd-Sherlock, Martin McKee et al., "Population ageing and health," *The Lancet* published online April 4, 2012. DOI:10.1016/S0140-6736(12)60519-4
- <sup>3</sup> The Philips Centre for Health and Well-being: Think Tank on Aging Well: *"The New Promise of Longevity: A Report on the "Aging Well" Framework*
- <sup>4</sup> John Beard, "A global perspective on population ageing," *European Geriatric Medicine* 1(2010): 205-206, at 206. See also S. Jay Olshansky et al., "The Global Agenda Council on the Ageing Society: Policy Principles," *Global Policy* 2 (January 2011): 97-105; and David Bloom et al., eds., *Global Population Ageing: Peril or Promise? Global Agenda Council on Ageing Society* (Cologny/Geneva, Switzerland: World Economic Forum, 2012).