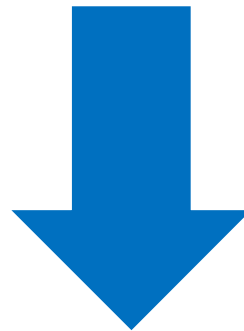


**Partenariato della Innovazione per l'invecchiamento sano e attivo**

**EIP on AHA**

*(European Innovation Partnership on Active and Healthy Ageing)*



**+2 Healthy Life Years by  
2020**

*Triple win for Europe*

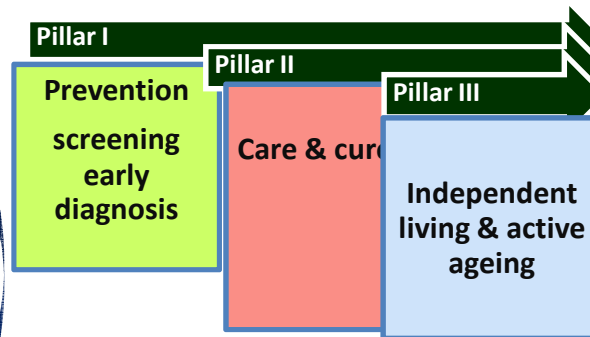
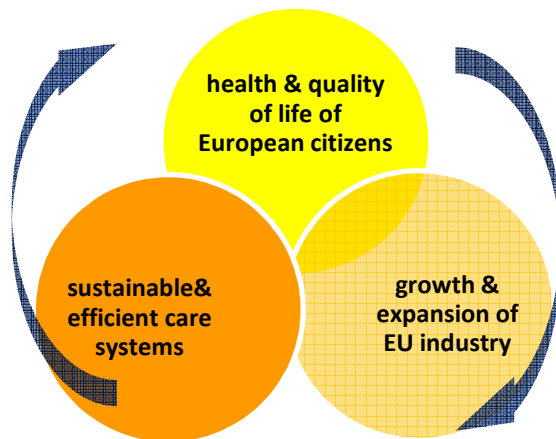
# European Innovation Partnership on Active and Healthy Ageing (EIP on AHA)



**crosscutting, connecting & engaging** stakeholders across sectors, **from private & public sector**

**+2 HLY by 2020**

*Triple win for Europe*



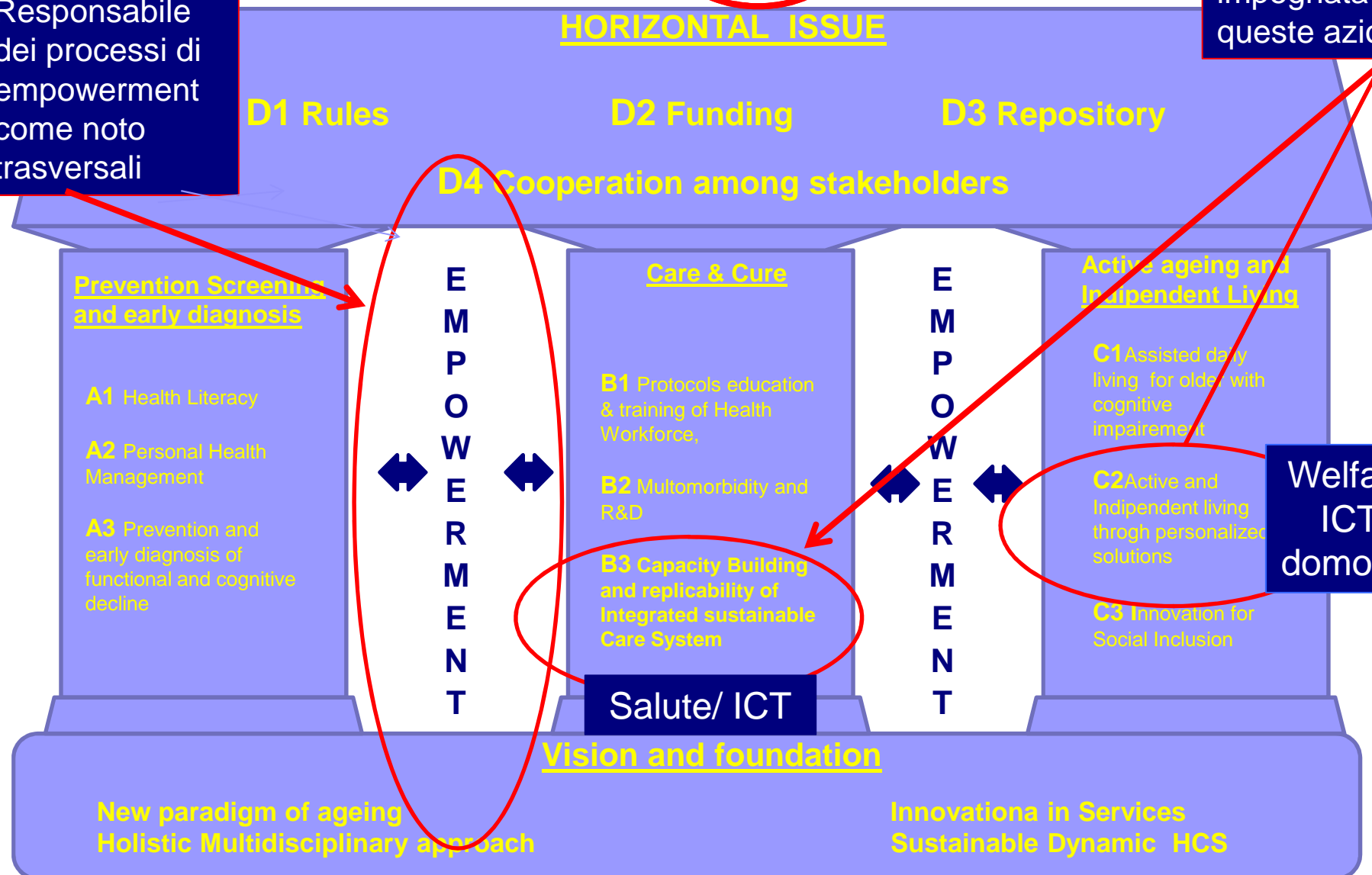
## Specific Actions

- 
**Improving prescriptions and adherence to treatment**
- 
**Better management of health: preventing falls**
- 
**Preventing functional decline & frailty**
- 
**Integrated care for chronic conditions, including telecare**
- 
**ICT solutions for independent living & active ageing**
- 
**Age-friendly cities and environments**

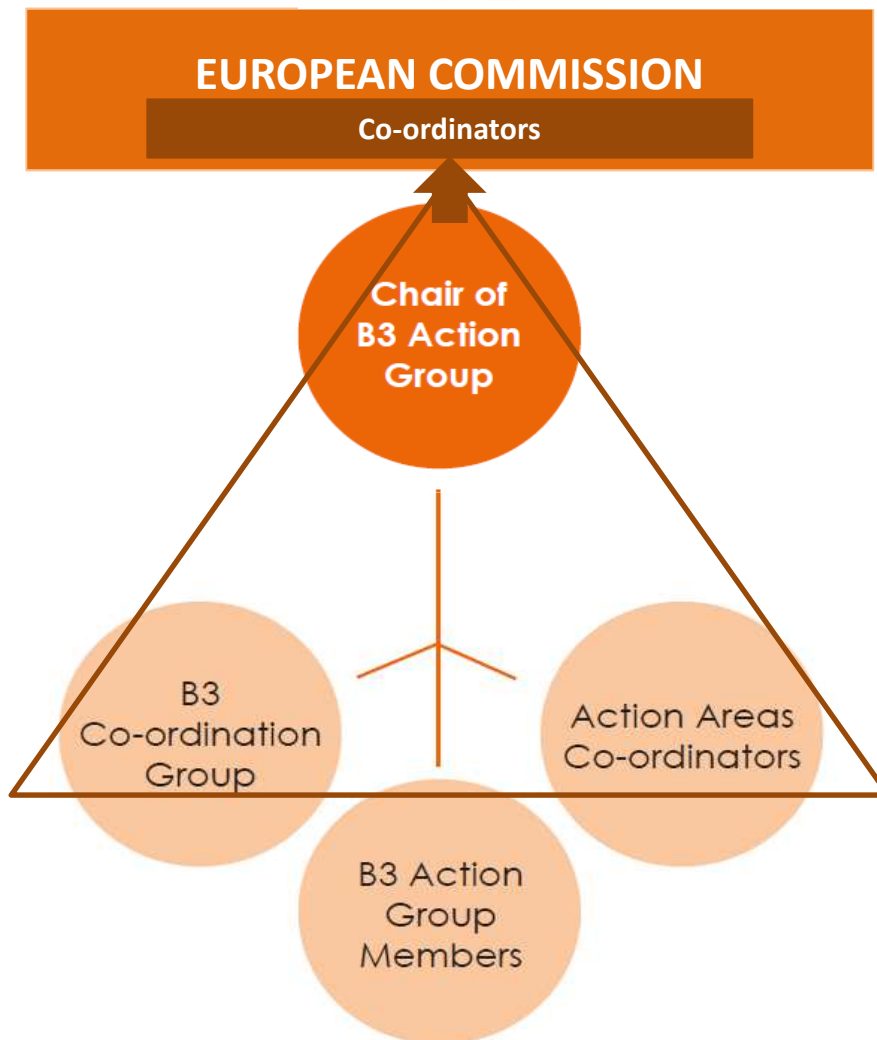
# European Innovation Partnership on Active and Healthy Ageing: **PILARS**

La Puglia è impegnata in queste azioni

Responsabile dei processi di empowerment come noto trasversali



# B3 Integrated Care Collaborative



B3 Co-ordinator Name	Organisation
George Crooks	NHS 24, Scotland, UK
Donna Henderson	NHS 24, Scotland, UK
Albert Alonso	Hospital Clinic Barcelona, Spain
Toni Dedeu	Digital Health Institute, Scotland, UK
Cristina Bescos	Philips, Germany
Magdalena Rosenmoller	IESE Business School, Barcelona, Spain
Esteban de Manuel	Kronikgune, Basque Country, Spain
Jean Bousquet	Region Languedoc Roussillon, France
Francesca Avolio	Regional Healthcare Agency of Puglia, Italy
Cecilia Vera	Universidad Politecnica de Madrid, Spain
Andrea Pavlickova	NHS 24, Scotland, UK
Brian O'Connor	European Connected Health Alliance
Fiona Lyne	International Foundation for Integrated Care

# STRATEGIC IMPLEMENTATION PLAN FOR B3 (HEALTH):OBJECTIVES

## Chronic Conditions

**By 2015**

Chronic Conditions' Programmes  
available at least **10% of target  
population** in at least **50 regions**

## Implementation and Scale Up of Chronic Care + Integrated Care Programmes

## Integrated Care

**By 2015 - 2020**

Integrated Care Programmes serving  
older people, supported by innovative  
tools and services, in at least **20  
regions**

# REPLICATING AND TUTORING - TWINNING TO SCALE UP.....*towards 2020*

**Strategic vision**  
for active and  
healthy ageing

Mobilising  
& engaging  
a **critical**  
mass

**Scaling up**  
local  
successes

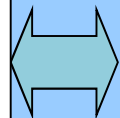
Areas for  
Action.  
Evidence-  
based **policy**



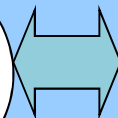
## European Scaling up Strategy

### What to scale up:

1. Proven Good Practices (GPs)
2. Viability of GPs
3. Classification of GPs for replication locally



**Database of  
good  
innovative  
practices**

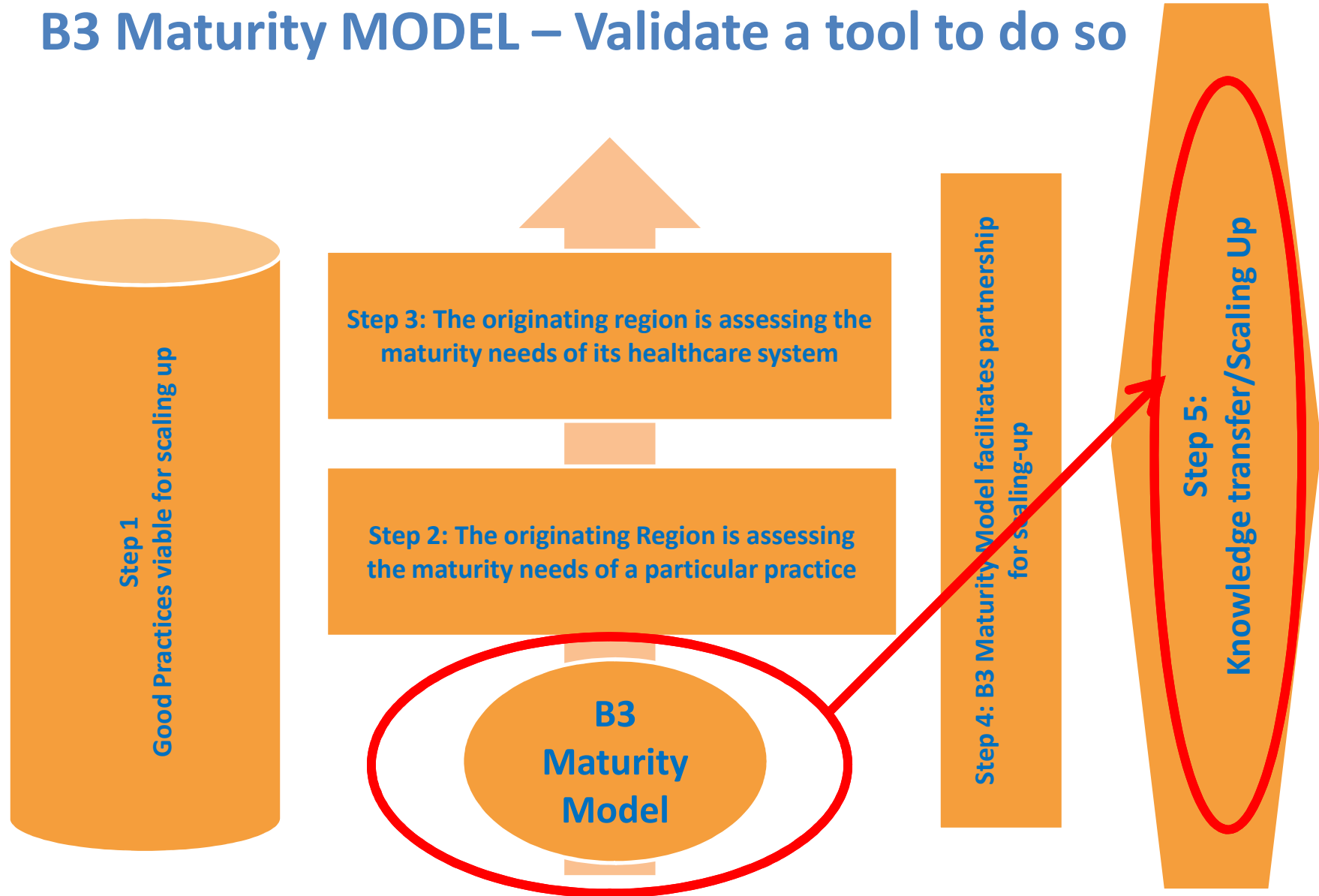


### How to scale up:

4. Facilitating partnerships
5. Implementation – key success factors and lessons learnt

# ASSESS PROCESSES IN ORDER TO **SCALE UP**

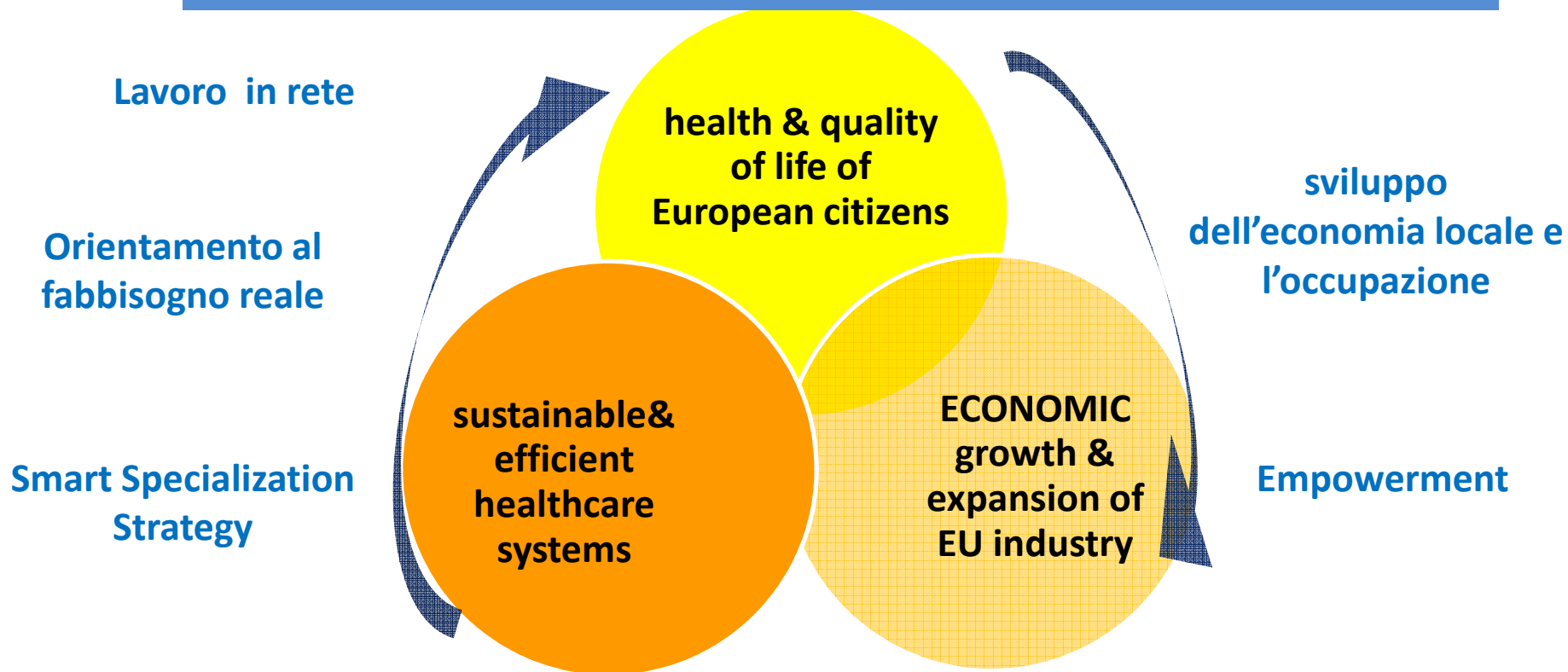
## B3 Maturity MODEL – Validate a tool to do so



# EMPOWERING SCALE UP PROCESS TOWARDS 2020 “TRIPLE WIN” REPLICATING - TUTORING – TWINNING



**ECOSYSTEM = promoting 4 helix CLUSTER**



**New call for > REFERENCE SITE.....**

**Puglia awarded 2 stars - Meaning and strategies to follow.....**



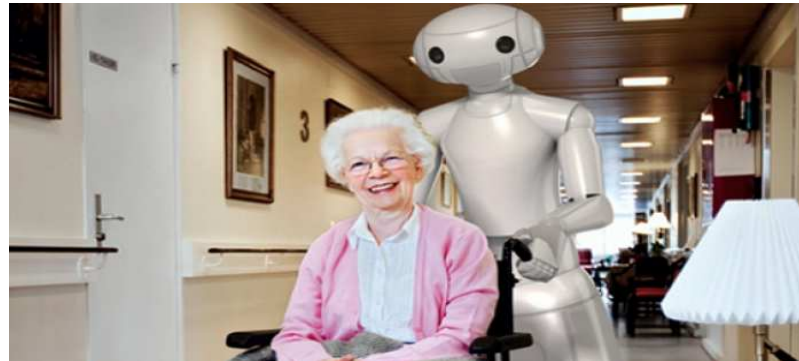


European  
Commission

## SILVER ECONOMY



Covers new market opportunities arising from public and consumer expenditure related to the rights, needs and demands of the (growing) population over 50. Merrill Lynch estimates the global Silver Economy will grow from \$7 trillion per year to \$15 trillion by 2020



*Copre nuove opportunità di mercato derivanti dall'aumento di spesa destinata a coprire i bisogni ed a garantire i diritti della crescente popolazione anziana: "nuovo mercato" che Merrill Lynch stima globalmente crescerà di circa 7 trilioni di dollari all'anno sino a raggiungere i 15 trilioni di dollari nel 2020.*





# Digital Single Market



Mercato unico digitale, per creare tra imprese la condivisione di standard tecnologici e garantire la interoperabilità dei sistemi digitali da proporre sul mercato:

- ottimizzando i “costi di immissione sul mercato di prodotti già disponibili
- favorendo la specializzazione su specifici settori
- riducendo la competitività a favore della cooperazione tra le aziende

creazione di nicchie di mercato per tutti con conseguente rivitalizzazione del mercato e delle PMI





## European Projects



**Carewell**, *Multi-level integration for patients with complex needs*

**ASSEHS**, *Activation of Stratification Strategies and Results of the interventions on frail patients of Healthcare Services*

**C4H** – Credits for Health - *Credits-based, people-centric approach for the adoption of healthy life-styles and balanced Mediterranean diet in the frame of social participation and innovation for health promotion*

**Scirocco** - *Scaling Integrated Care in Context*

**Joint Action** - **Equity in Health**, which is the EU funded "Joint Action on Health Inequalities"

### TOPICS

health promotion - chronic patients - ICT and sustainability of healthcare systems - Risk Stratification - Validation of tools to support assessment processes - evaluation of impact - Health inequalities



## Advantages UP TILL NOW

*Networking within B3 members on European level has supported the work on the local level (Puglia)*

*Has also enabled partnership and cooperation with other Italian regions with common objectives.*

*The participation in B3 in general has offered to speed up the work (in topics such as ICT, Public Procurement, Workforce development etc) in the Region.*

*The active work carried out at a European level as member of the Coordination Group gave our Region a Role of leadership in the EIP on AHA, becoming point of reference for EC representatives and other EU Regions on the specific issue of ageing*





## Advantages

*Region has benefited through joining successful project consortia and exchange of good practices at a European level.  
(First time in Health Sector)*

*Region had the opportunity to choose to participate to projects more focused on the regional priorities in the specific field of healthcare avoiding waste of time and resources on "general matters".*

*Region had the opportunity to get involved in European strategic decisions (taking part to "private auditions", "working table", "restricted deployment working sessions" ) as privileged interlocutor with EC representatives building up a relationship based on trust and collaboration towards common objectives.*