

Sendai-Finland Wellbeing Center

SOLUTIONS TO AGING SOCIETIES



NATIONAL INSTITUTE FOR HEALTH AND WELFARE, FINLAND

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(from January 2014: Dean, School of Health Sciences, University of Tampere)

Two parts of the presentation

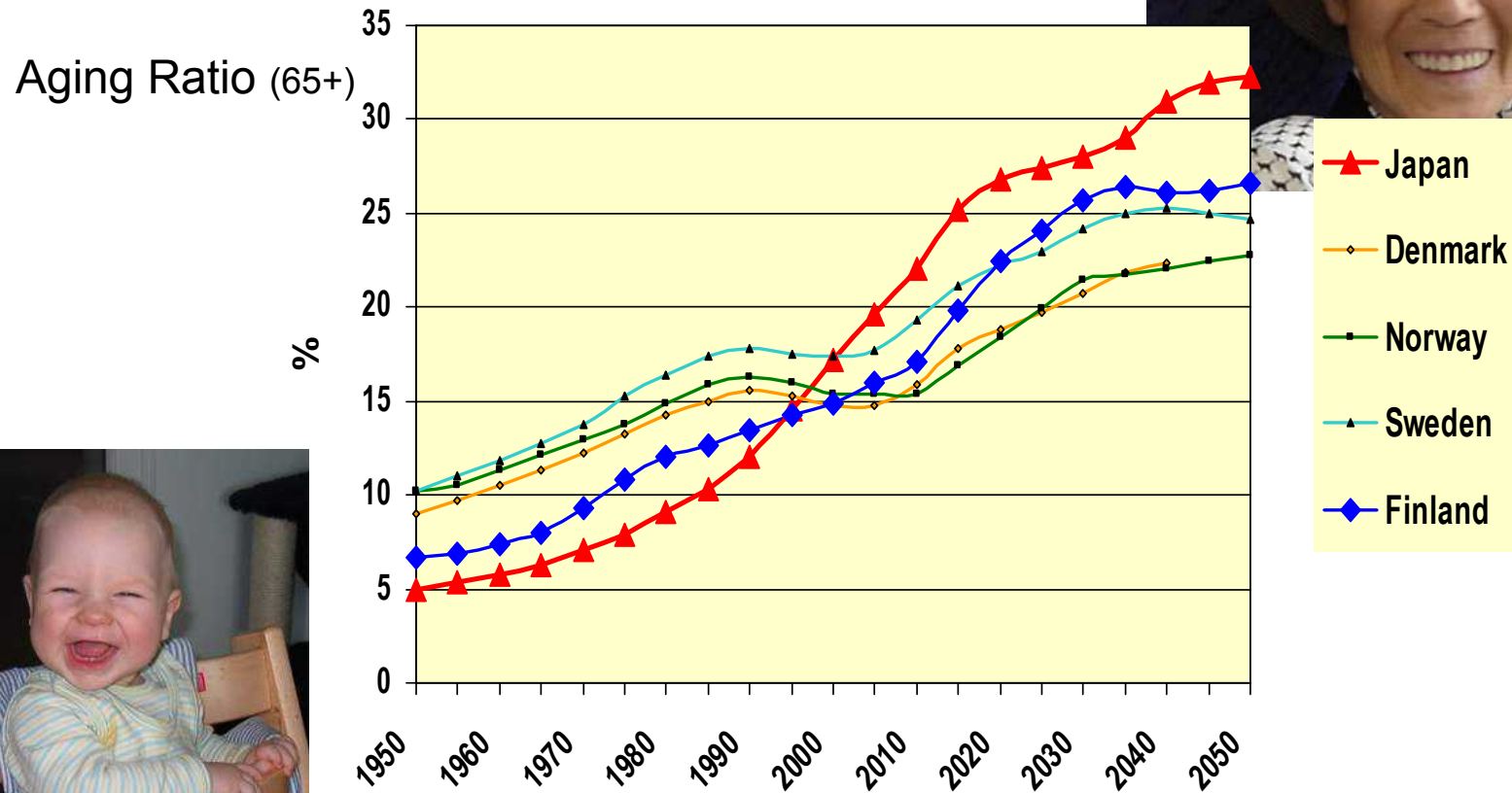
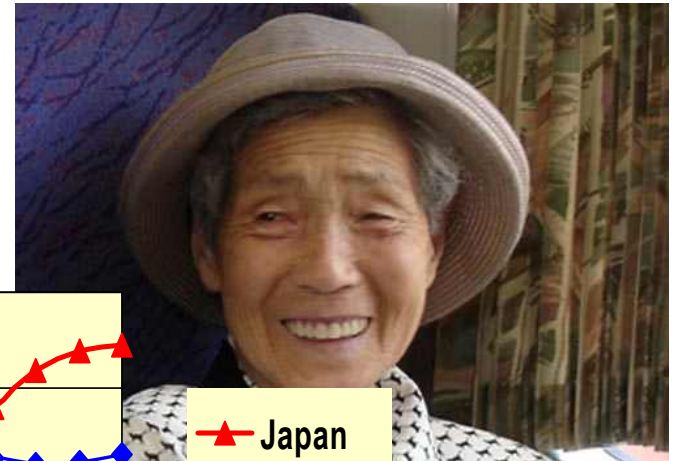
I Sendai – Finland Wellbeing Center (S-FWBC)

Why – What – What have we learned about innovation collaboration?

II How will (elderly) care be transformed?

What is the role of ICT in the change?

Aging Societies



Source: Aging Japan - Opportunities for Nordic Countries

NATIONAL INSTITUTE FOR HEALTH AND WELFARE, FINLAND

Aging Societies in Numbers

Japan

- Life Expectancy 82.6 yrs
(# 1 in the world)
- Fertility Rate 1.3
- Mortality > Birth Rate
(since 2005)
- Since 2007, population
diminishing
- Public debt 214% of GDP
(2012)
- Slow economic growth since
1990's, long periods of
deflation

Finland

- Life Expectancy 79.3 yrs
(# 25 in the world)
- Fertility Rate 1.8
- Birth rate = 1.2 x mortality
- Population grows by 0,4%
annually
- Public debt 54% of GDP
(2012)
- Moderate economic growth
(until 2011)

FWBC Project Goals in 2001

Establishing a wellbeing center for aging population in Japan

- Care unit with Finnish care concept, architecture and wellbeing technology
- Care and rehabilitation services supporting independent living and functional capacity
- R&D Unit for facilitating Finnish – Japanese innovation collaboration

➔ **100% fulfillment**

Scheme of Sendai-Finland Wellbeing Center

Sendai

FWBC Promotion Association
Tohoku University
Tohoku Fukushi University
Tohoku Fukushi Corp.
Development Bank of Japan
City of Sendai
Sendai Industrial Promotion Org
Private Companies

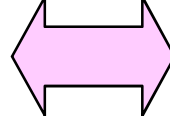
Finland

FINPRO (Organization promoting international success of Finnish companies)
National Institute of Health and Welfare (THL)
Finnish Institute in Japan
Laurea University of Applied Sciences
City of Oulu / Business Oulu
Private Companies

Sendai-Finland Wellbeing Centre



Close Collaboration



Encouraging Self-Reliance of Elderly People



NATIONAL

FWBC R&D Unit Facilitates Creation of Solutions to Aging Societies

- By bringing together...
 - Academia
 - Private companies
 - Decision makers
 - Service users / citizens
- ... it promotes innovative **solutions for aging societies**
 - Independence and dignity of the elderly
 - Better and sustainable services
 - Thriving companies



Examples of past projects

- Wireless sensor technology
- Early diagnosis of ulcerative colitis
- Next generation diagnostic imaging
- Senior media, Care-TV
- Prevention of osteoporosis
- Xylitol pastilles for the elderly
- Health impacts of Nordic Walking
- Cost-effectiveness of service processes in elderly care
- Benchmarking in institutional care for the elderly
- Training in and marketing of Finnish elderly care concept
- Clinical Art
- Non-pharmaceutical treatment of dementia

S-FWBC experience: keys to successful international innovation collaboration

- Clear shared goals and common strategy to reach them (should be discussed intensively)
- Long-term commitment
- Agile governance structure
- Open networks (rather than in-house projects of pre-fixed partners)
- Network building and facilitation key operating mode
- Customer orientation – flexible ways of facilitation, tailor-made for each project
- Skill-mix of health, wellbeing, business, technology, communication

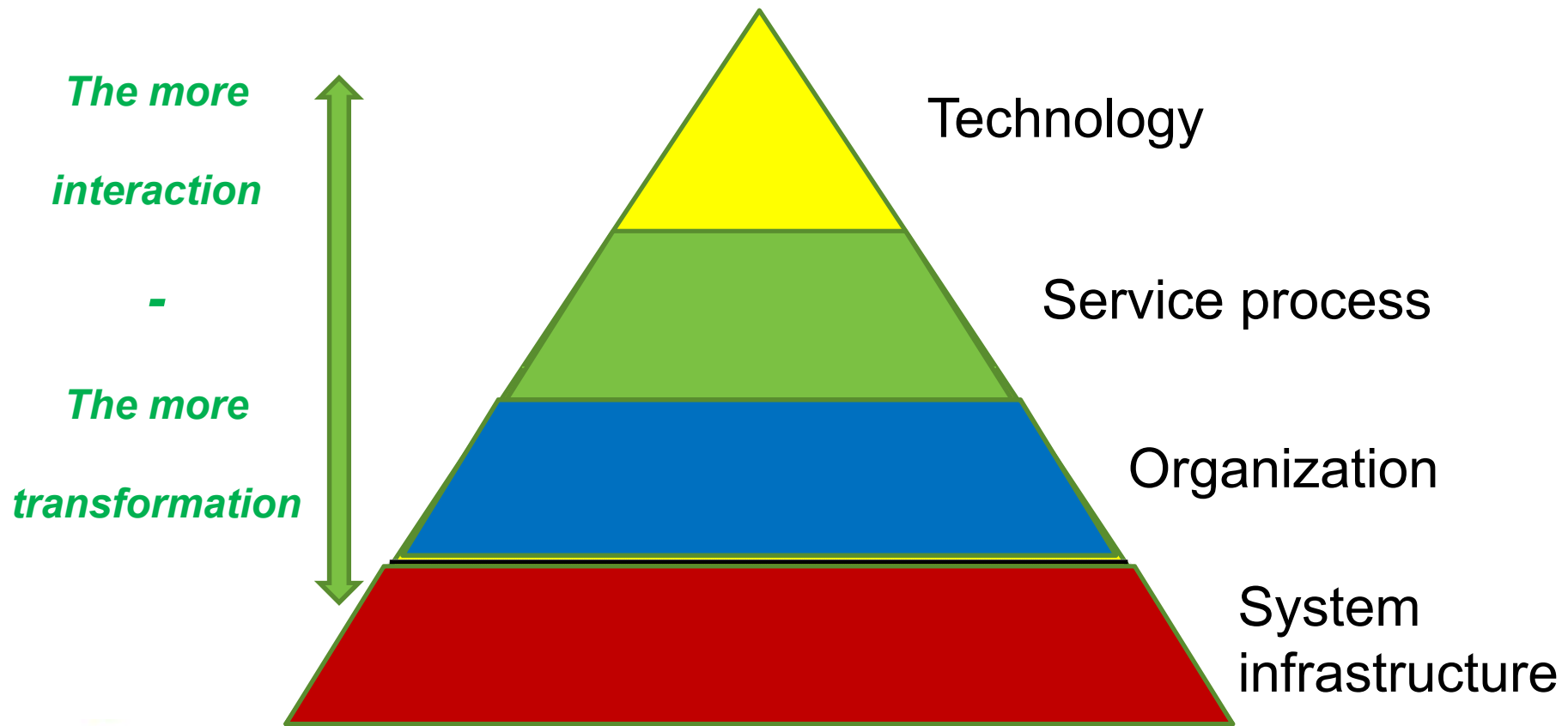
S-FWBC after 2015?

Part II

How will (elderly) care be transformed?

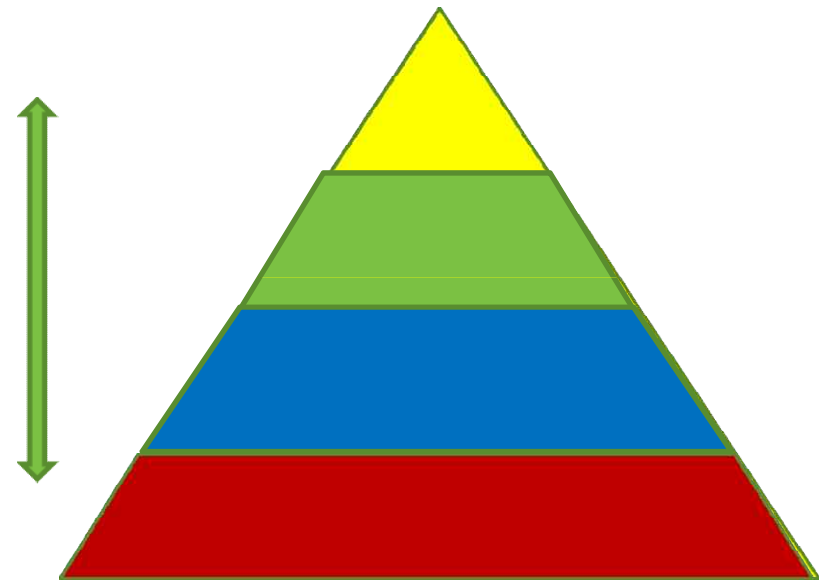
What is the role of ICT in the change?

Systemic transformation: Interlinked levels of change



Systemic transformation: Interlinked levels of change

- Many industries have been revolutionized through effective interaction across all levels, enabled by ICT
 - Telecom
 - Retail trade
 - Banking & Insurance
 - Etc
- In complex (elderly / health / social) care industry, the revolution has not happened – **yet!**



How to transform services to the elderly?

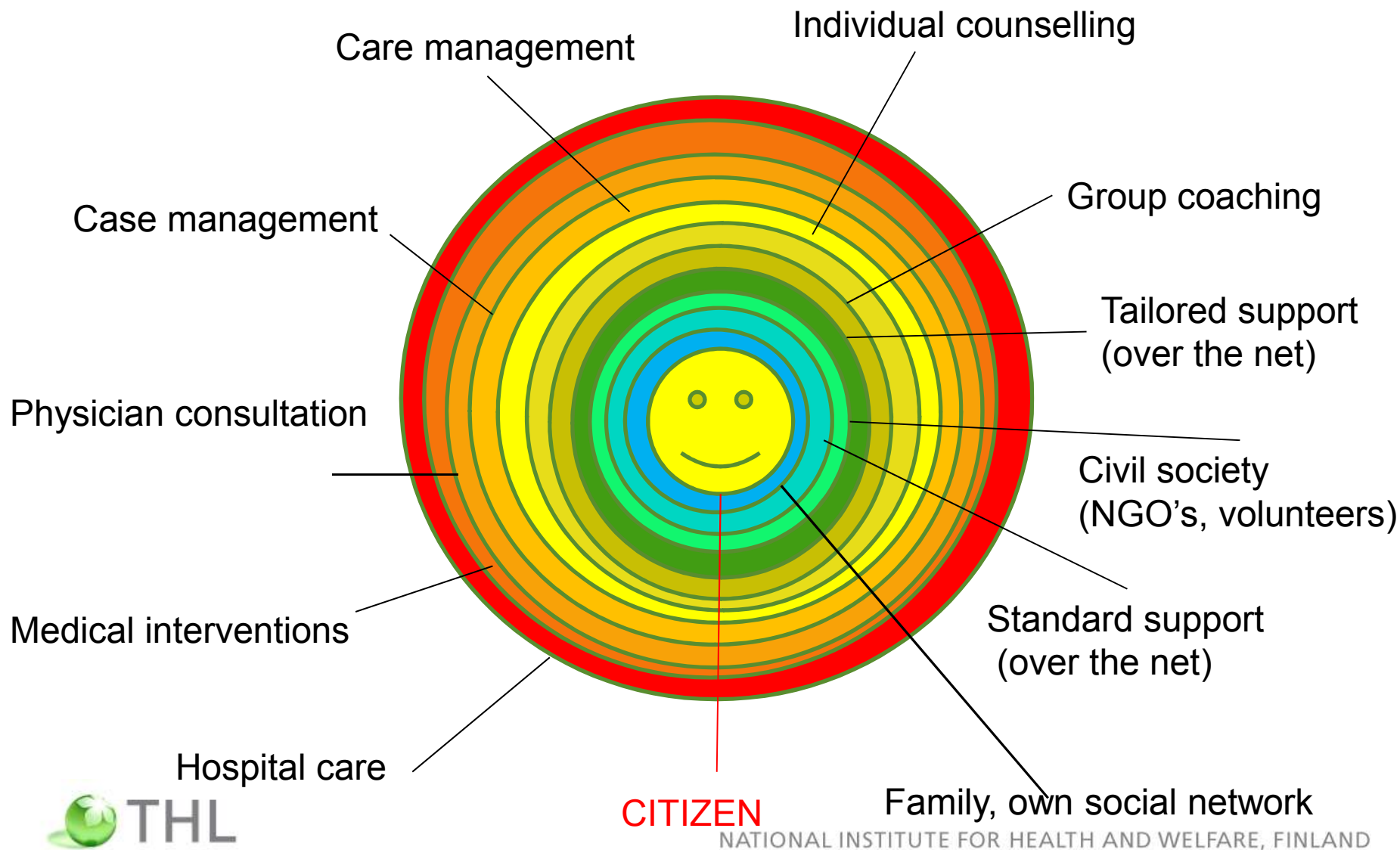
- Some innovations in care are easy to implement, but have limited impact
 - E.g. some consumer market goods; medicines; other incrementally improved technologies
- Innovations with ***systemic transformation potential*** are implemented by concerted change accross
 - technology
 - service processes
 - service provision organization
 - service infrastructure (payment structures, legislation, training, follow-up information systems etc. etc.)

Transformative paradigm shift in health / social / elderly services: *Human centered care*

- Concepts of integrated care, patient-centeredness, people centered care etc. herald a transformation
- Change from people as **objects** to people as **core actors** is necessary because
 - general motivations
 - human rights; services dealing with life, wellbeing and death
 - rights as tax / premium payers
 - expectations of educated and active 21st century citizens

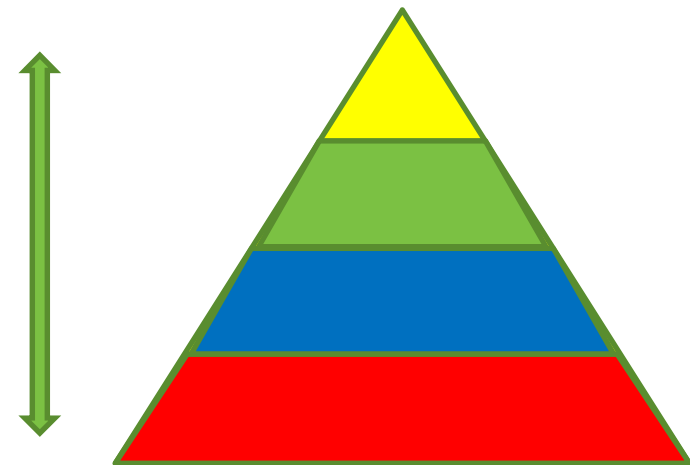
WHY a change to human centered care is necessary? **Motivations directly linked with sustainability**

- Without effective prevention, no sustainability. BUT:
 - primary prevention fails without people's own commitment and resources
 - care for chronic conditions (secondary prevention) fails without people's own commitment and resources
- Tailor-made support gives better results with less resources
- well-informed people who feel safe and connected do **not** want excessive care
- active people can push service providers to compete in terms of better care



Human centered care

- From ***fine-tuning of standard service processes to value creation to individuals***
- Making people core actors necessitates change in processes, organizations, infrastructure (legislation, training, payment structures, follow-up data use, etc)
- ***Redesign of care creates an entry point for ICT***



Summing up

- Finland is keen to share its experience on innovation collaboration with new partners



- A transformation is needed for human, social and economic sustainability of care
- Forthcoming paradigm shift will be based on human centered approach
- Resulting radical service redesign will create new level of demand for ICT solutions