Sendai-Finland Wellbeing Center

SOLUTIONS TO AGING SOCIETIES

Juha Teperi MD, PhD
Chief Adviser
(Former Director, R&D Unit, S-FWBC)
(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

Aging Ratio (65+)

Source: Aging Japan - Opportunities for Nordic Countries

NATIONAL INSTITUTE FOR HEALTH AND WELFARE, FINLAND

S-FWBC & Solutions to Aging Societies / Juha Teperi 3
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

- R&D Unit
- Care Unit

Encouraging Self-Reliance of Elderly People
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

- The more interaction
- The more transformation

Technology
Service process
Organization
System infrastructure

THL
NATIONAL INSTITUTE FOR HEALTH AND WELFARE, FINLAND
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 across
  - 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