

New concepts in living, cure, care, services in an ageing society

" A triple Win for Europe "



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Conference European co-operation in the health sector

Basel february 22th



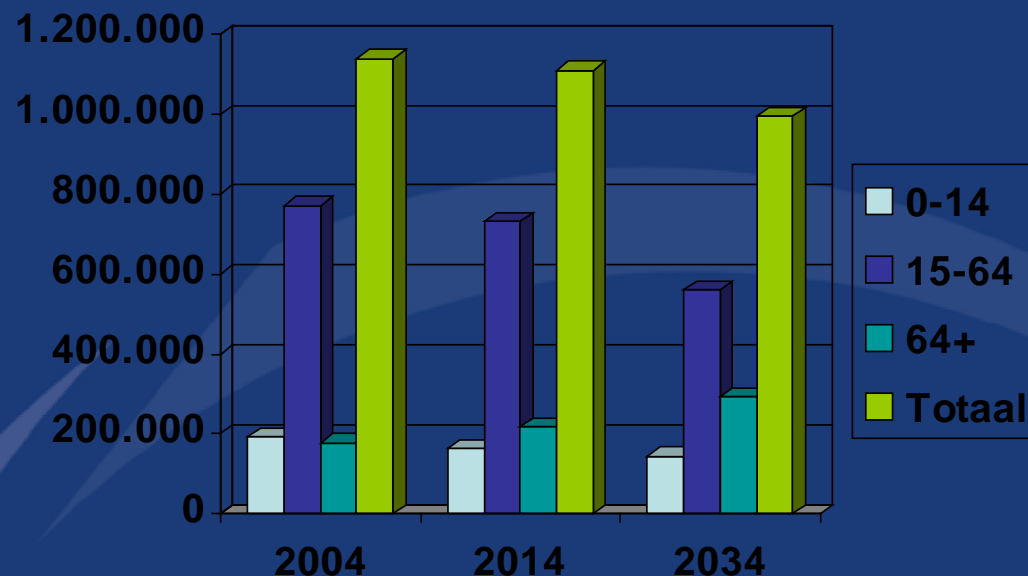
Orbis medical and care-group

- Orbis; public chainprovider; operates hospital, care centers, nursing homes, home care and mental healthcare
- Working area Westelijke Mijnstreek with 200.000 inhabitants
- One of the largest employers with 6000 employees of which ± 4000 healthcare professionals



Demographic developments in the region of Limburg

- Decreasing number of youths (-28% in 2035)
- Heavily aging population (+40% in 2035)
- Decreasing employment rate (-30% in 2015)
- Limburg has a demographic lead in the Netherlands



Action plan Ageing Well

EU Commissioner Redding

- At Home
 - Better quality of life for longer
- Ageing well in the community
 - Improving the quality of life by staying socially active and creative and reducing social isolation
- Ageing well at work
 - Staying active and productive for longer
 - Exchanging knowledge and skills
- ICT and Ageing “Package” adopted on 14/6/2007
 - Ambient Assisted Living Joint Programme

Changing demands in Europe

- Improvement information supply to patients (internet)
- Managing own health; transparency in products, quality and results
- Growing mobility and shopping behaviour
- Prolonging independent living
- Manage own chronically illness in home environment
- Socially active in society

Example USA ; seniorcity's

- US citizens are moving after retirement to communities in southern states
- The communities are cost effective because of the housing prices and scale
- Self supporting and recreation is crucial; use it or loose it !



Starting point - Parc Hoogveld

- A living environment in which living, services, cure, care and well-being/activities are provided in an integrated way
- Stimulating the integration between young and old
- Creating a civil society on the basis of an open community setting
- Creating an European answer on the US models of senior cities



Parc Hoogveld



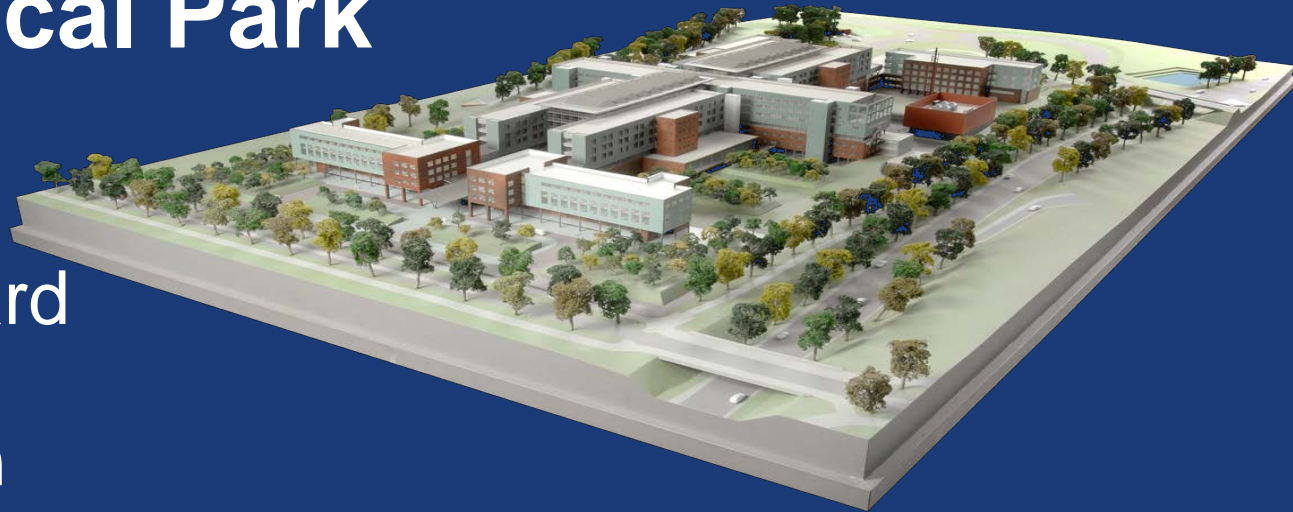
Parc Hoogveld; Mobile Living Village

- EU project Mobile Living Village is:
 - Developing bodylinked mobile devices
 - An ICT platform with supporting software for services for elderly/senior people
- MoLiVi should provide;
 - Recognition of individual residents in and outside the home;
 - Monitors the health and wellbeing;
 - Supports social networking of elderly people;
 - Supports virtual care networks.
- Parc Hoogveld is an important testbed environment for the MoLiVi platform

Orbis Medical Park

- **Prevention**
Careboulevard
- **Intervention**
Maaslandhospital
- **Therapy**
Center for mental health

Center for
rehabilitation



Major Goal:

Improvement of quality;
Reduction of costs.

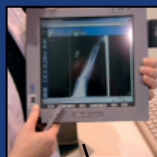
How to achieve:

- Consider not only the building, but also the working processes of the hospital as part of the care chain (patient centered care)
- Development of the 'Future Way of Working' supported by *advanced ICT, logistics and modern facilities*

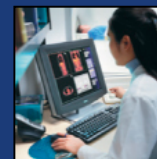
Digital Orbis Medical Center



Electronic ordercommunication



Knowledge systems



Digital Workplace



Electronic patient dossier



**Chain communication:
Planning appointment by a GP/patiënt**



Care programs: protocollised treatment programs



Telediagnosics; screening and safety on distance

Logistics: automatic transport vehicles



Modern hospitality



Impact Orbis concepts for the EU policy agenda; a triple win

1. Ensuring **sustainability of health and social services** in terms of financial and human resources
2. Improving the **quality of life** of elderly people, and of their relatives and carers
3. Creating **new jobs and business opportunities** for European industries
 - Exporting knowledge of concepts to Europe, China, South America (Panama)
 - PMC's for ICT industries, service organisations, real estate investors, construction.
 - Testbed facility in a real environment for developing, demonstration and evaluation of market acceptance

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