

# *4th International Third Spring of Life Tourism and Dynamics Congress*

Global Trends and European Union  
Applications in Elderly Care Industry  
November 2016



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# *Agenda*

Megatrends

Approach to care

Challenges and opportunities

# Megatrends

*Our welfare and healthcare depend on how well we can adapt ourselves to 5 megatrends*



**Accelerating urbanization**



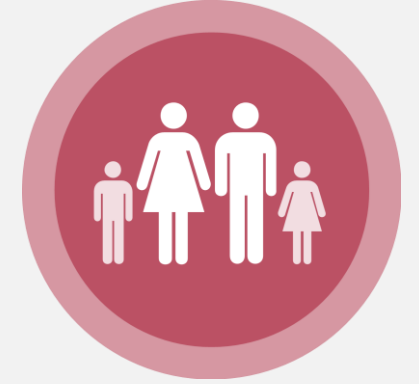
**Climate change & resource scarcity**



**Shift in economic power**



**Technological breakthroughs**

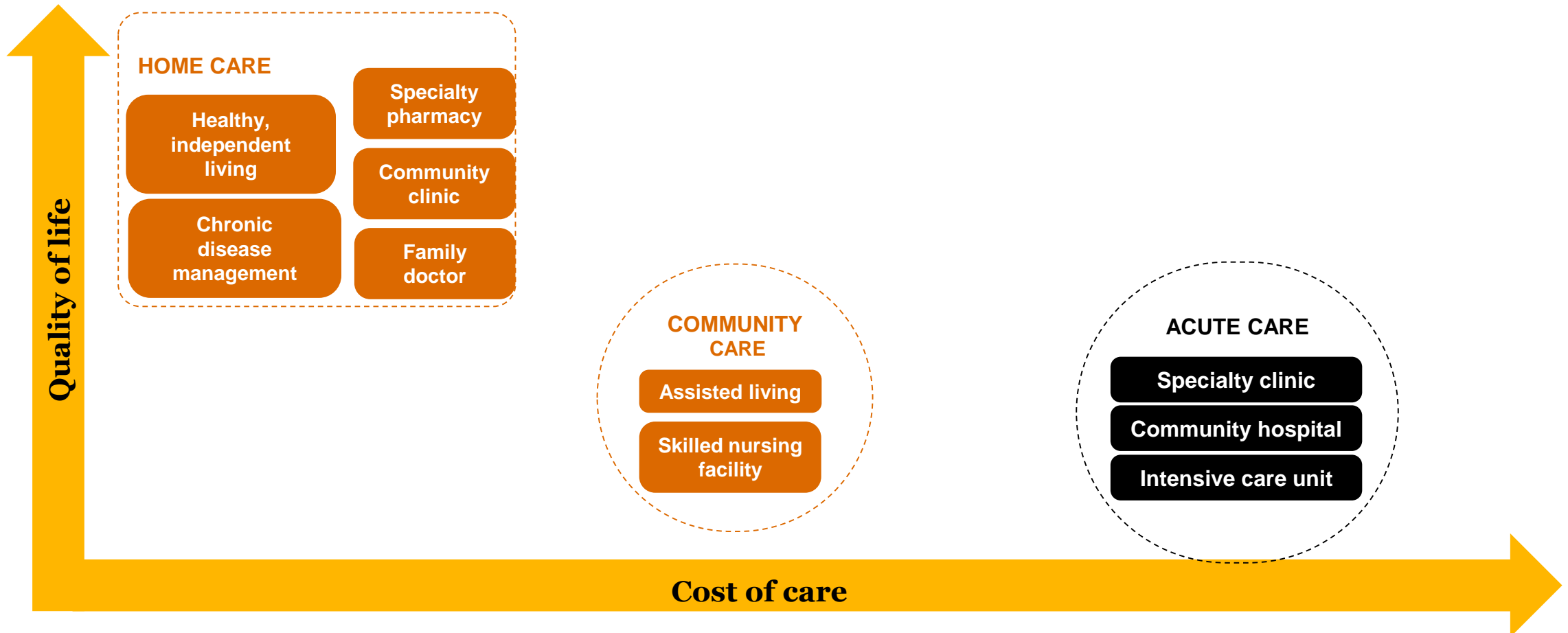


**Demographic shifts**

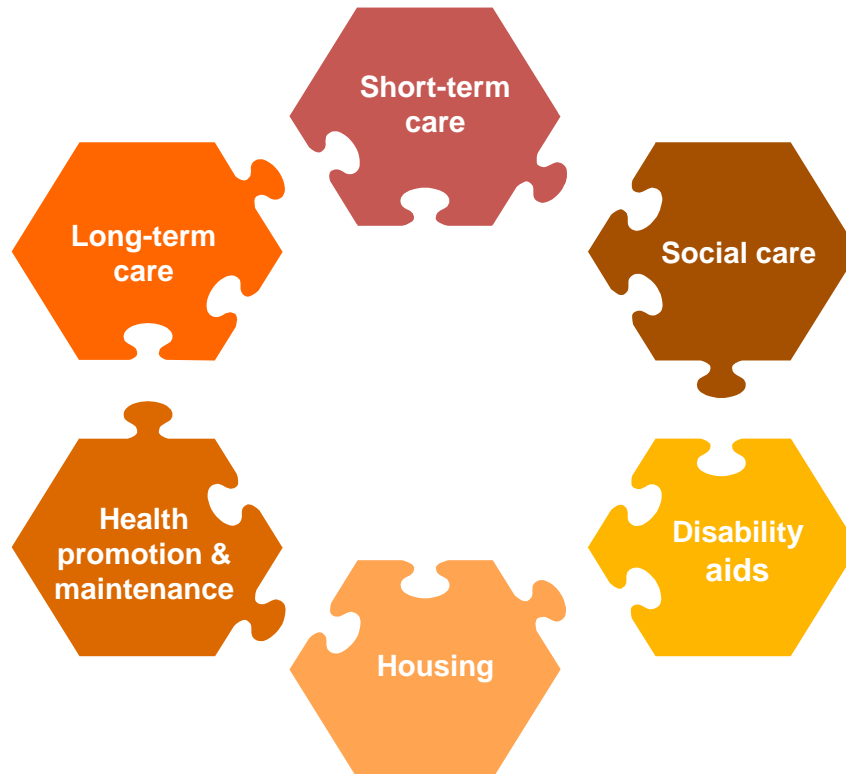
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*Why healthcare systems designed in the  
20th century are no longer an answer for  
meeting 21st century needs*

# *Specialization directed expenditure towards the costliest part of the healthcare system*

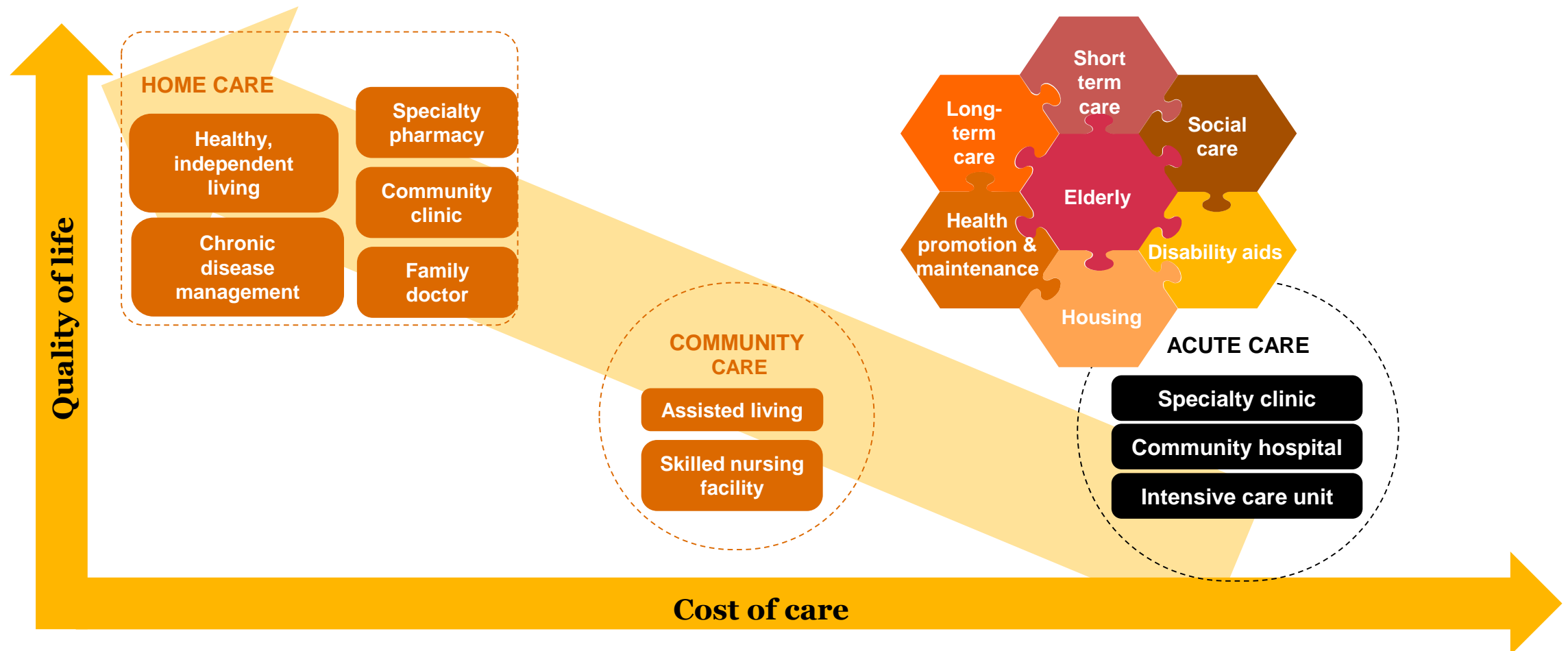


## ***Primary, hospital and community care are largely organized as separate systems or silos***



- Healthcare professionals are educated and operate in an environment that encourages specialization and segregation
- There's no single service and care coordinator or agency accountable for life cycle costs or outcomes

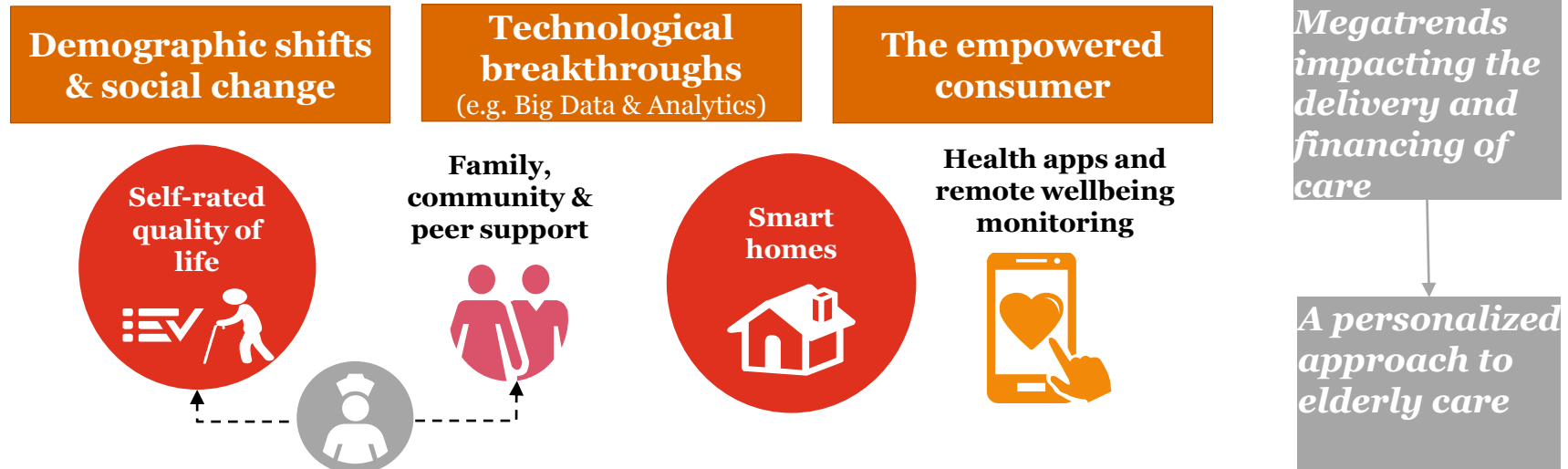
# *So we need to push back care from the hospital to home and integrate delivery around elderly people*



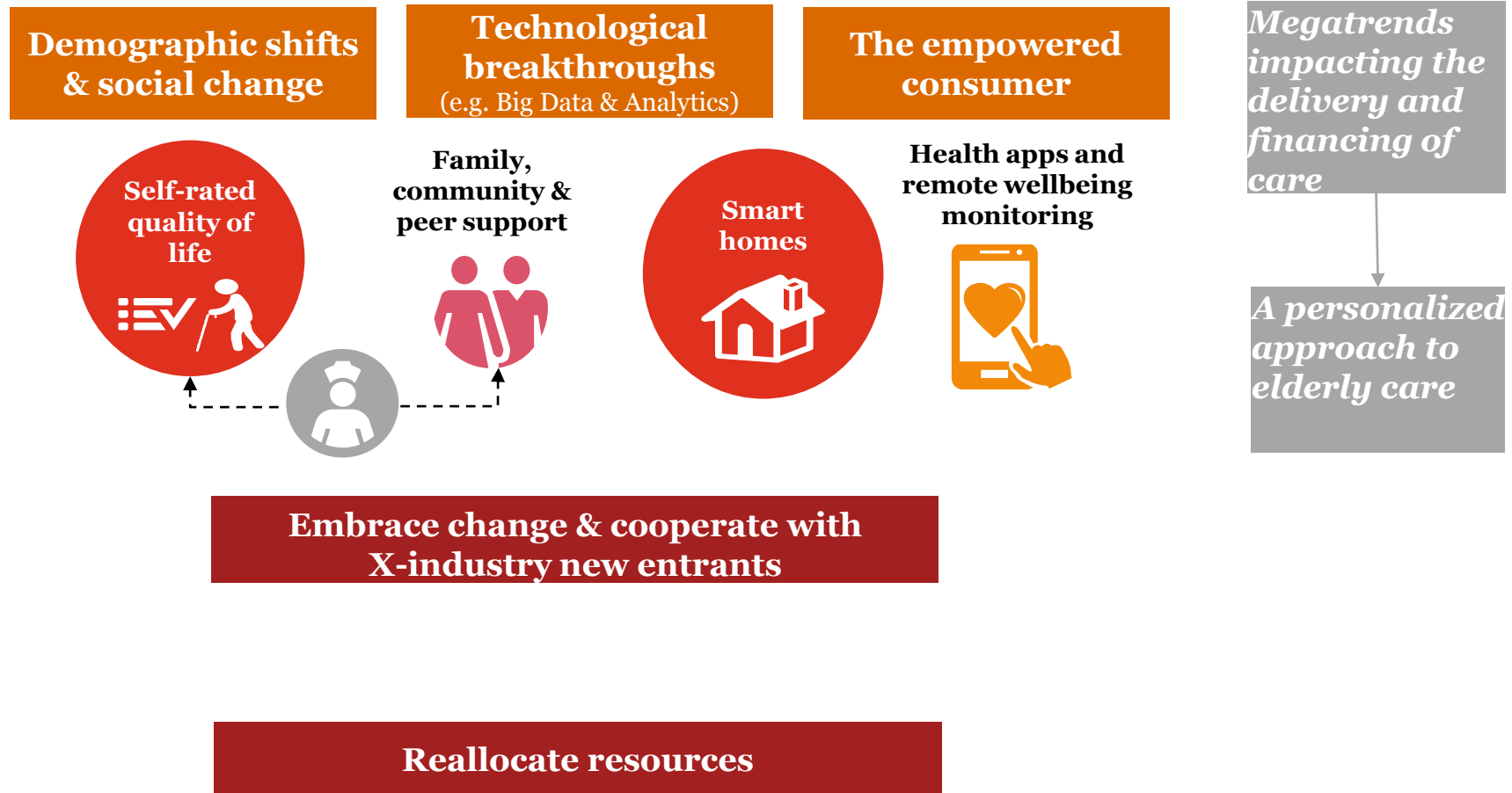
*The megatrends result in various challenges and opportunities and will reshape business models and the way we approach elderly care in the future*



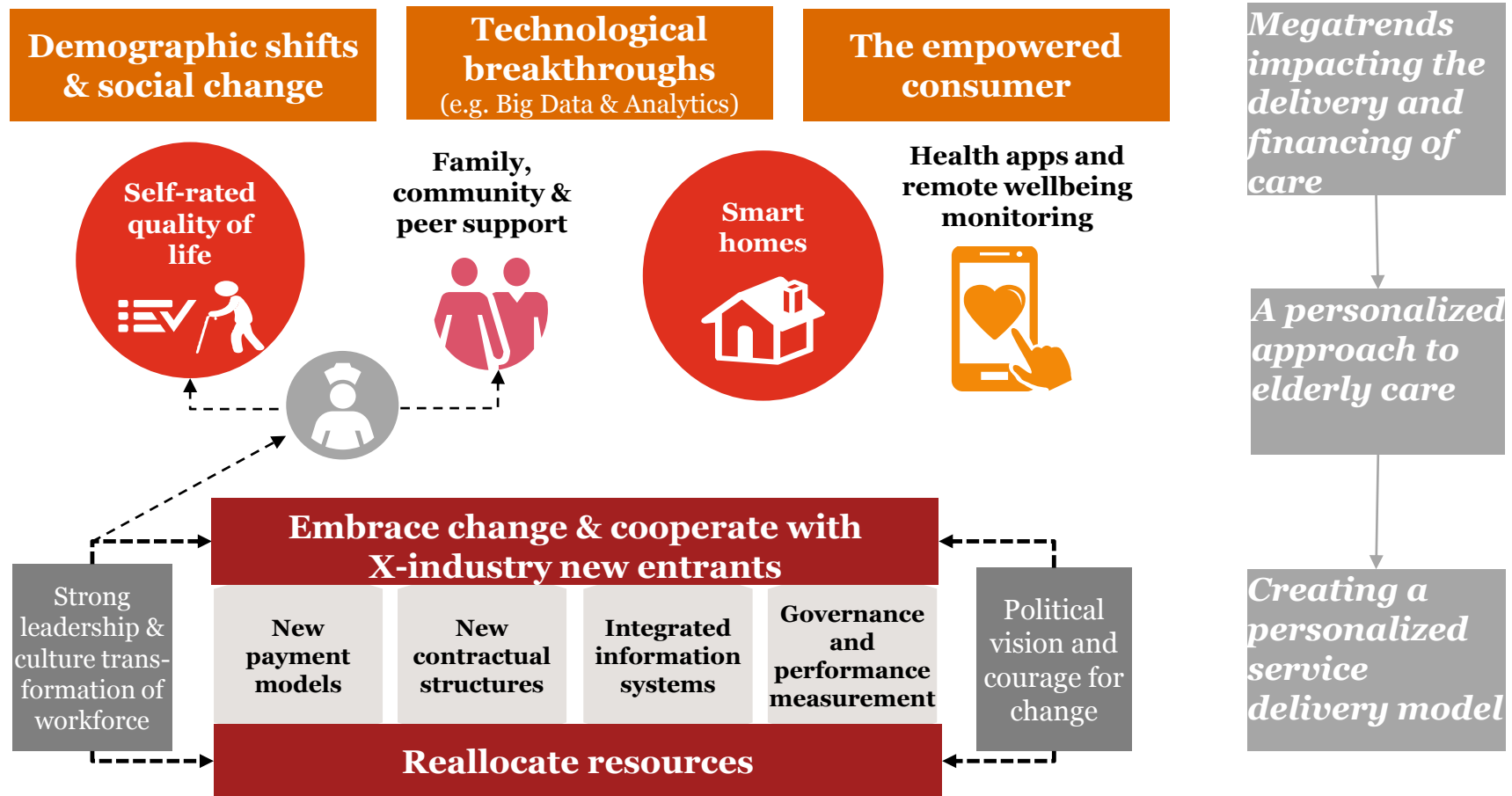
# How 21<sup>st</sup> century dynamics reshape ageing societies



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***Thank you.***

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