

FRENCH STRATEGY FOR AHA

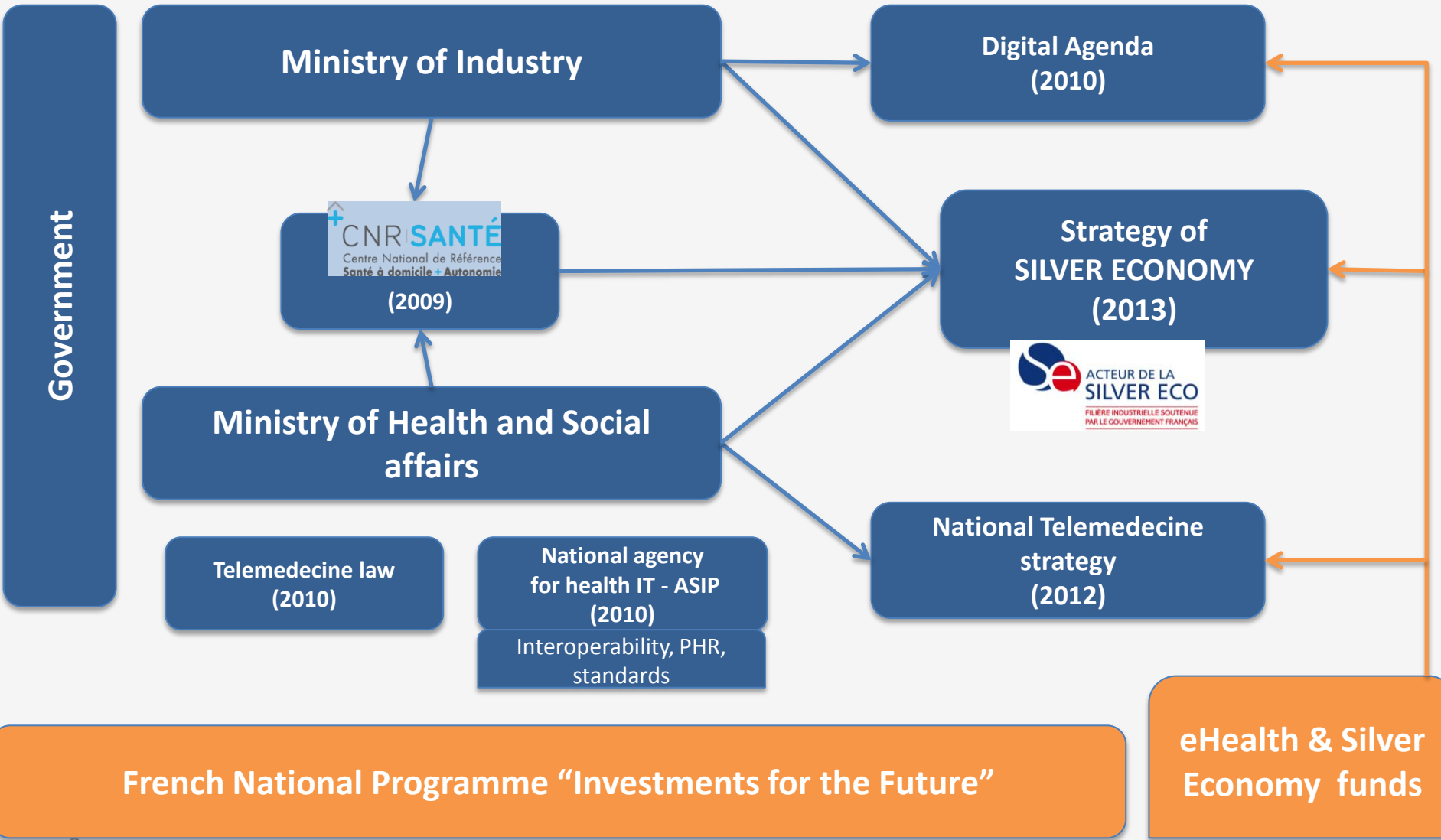


CNR Santé Silver Economy

FRANCE - KEY FIGURES

- Population: 65 Millions
- Health Expenditures = 243 billions € / 12% GDP / 4 300 € per person
- Health system organisation
 - National Health plan: French Ministry of Health and Social Affairs
 - Regional approach since 2012: Regional Health Agency (22 regions)
 - Ageing: local authorities (counties)
 - Public & private hospitals ; private GPs
- Funding
 - Mainly the National Public Insurance (CNAM) by taxes
 - Ex. : Chronic diseases → 100% ; GPs → 100%
 - Private insurances
 - Ageing: national tax redistribute through local authorities
- Epidemiologic/demographic data
 - Chronic disease Patients = 15 millions patients
 - Ageing population: +60 years old → 21,5% in 2012 ; 30% in 2030

WHY THE SILVER ECONOMY?



SILVER ECONOMY: METHODOLOGY

- **A political commitment with 2 ministries (2012)**
 - Ministry of Industry
 - Ministry of Health, Social Affairs and Elderly People
- **Multi-actors workshops (2013)**
 - Institutional: national government, local authorities,...
 - Health and social care providers (public & private)
 - Companies (large and SMEs): IT, services, pharma, digital technologies, medical devices, ...
 - Academics
 - Private insurances, ...
- **Analysis of the Silver Economy sector**
 - **Identification of the market barriers**
 - Market fragmentation and lack of organisation
 - Business cases, business models
 - Retail network
 - Communication on SE products & services
 - Funding, investment
 - Organisation

SILVER ECONOMY

*« To avoid distrust due to a lack of confidence in quality, which could eventually also threaten the transaction, companies, industries and the State are all getting involved in two types of key actions: **risk reduction after the purchase** (contracts, guarantees, insurance, maintenance, after sales services, etc.) and **imposing minimum standards or criteria on objective classification** »*

Adapted from Karpik Lucien, « L'économie de la qualité ». In: Revue française de sociologie. 1989, 30-2. pp. 187-210

SILVER ECONOMY: A NATIONAL COMMITMENT

- The Silver Economy National Contract, signed:
 - 12 December 2013
 - By 2 ministers: A. Montebourg (Industry), M. Delaunay (Health/Elderly people)
 - By representatives of companies, industries federations, academics
 - By local authorities and private funders
- 6 main objectives
 - Create the good conditions for a **real Silver Economy market**
 - **Develop competitiveness** of the Silver Economy sector
 - **Support for internationalisation of AHA products & services**
 - **Professionalise the stakeholders** of Silver Economy
 - **Communicate positively and widely** to the public and the distributors, around seniors, elderly people and “well ageing”
 - **Develop Innovation** for Active & Healthy Ageing

SILVER ECONOMY: ACTION PLAN

- **Create the Silver Economy (SE) market**
 - **Governance**
 - Creation of **regional ecosystems** for SE with institutions, purchasers, users, companies, academics...
 - **Infrastructures and IT services**
 - National plan for **Home environment adaptation** for elderly (80 000+ housing between 2014-2017)
 - Create regional **Information System** to collect data / Personal Health Folder
 - Develop Tourism sector with adapted services for seniors
 - **Offer and Demand**
 - **Create a label** for products & services based on a set of quality criteria for public purchase process – **High quality for Independent Living**
 - **Normalization** process of products & services (in link with European partners)
 - Creation of a **National framework for public purchase** and **purchase platforms**
 - Develop **Innovative Purchase processes & Business models** (PCP, PPI, risk sharing models...)
 - Develop distribution networks

SILVER ECONOMY: ACTION PLAN

- **Develop competitiveness of Silver Economy sector**
 - Create **direct discussions areas between purchasers and providers**
 - Support **investments** in Silver Economy companies (fundraising, private equity, venture capital)
 - Enhance the development of **integrators** of solutions
 - Develop **clusters** focused on Silver Economy

SILVER ECONOMY: ACTION PLAN

- **Support for Internationalisation of AHA products and services**
 - Create an **International Event in Paris on AHA**
 - Encourage **foreign investments** in France for Silver Economy
 - Support French companies to **export**
 - **Benchmark survey** on AHA offer in Europe and in the world + French strategy for exportation

SILVER ECONOMY: ACTION PLAN

- **Professionalise the stakeholders of Silver Economy**
 - **Survey on new jobs opportunities**
 - Develop **training for Health & social care professionals**
 - **Make more attractive** elderly people assistance **jobs**, creating new formations using new technologies (IT, ambient techs, ...)
 - **Inform** Health & Social care providers on new technologies, new products for Independent Living
 - Create **new formation in Business schools** specialised on SE
 - Develop a **MOOC** (Massive Open Online Courses) of Silver Economy
 - Create **new formation for construction industry** specialised on ambient assisted living
 - **Support local authorities and public purchasers** and create formation on SE's new products & services

SILVER ECONOMY: ACTION PLAN

- **Communicate positively and widely to the public and the distributors**
 - **National communication campaign** for “well ageing” and outcomes of intergenerational relations
 - **Communication plan** and strategic meetings with **key players of mass retail**
 - Promote the label ***High quality for Independent Living***
 - Improve **the Senior employability**
 - **Programme of events**, moving showrooms, label, grants, competitions, ... on SE sector

SILVER ECONOMY: ACTION PLAN

- Develop innovation for Active & Healthy Ageing
 - **National funding programmes** for AHA collaborative projects
 - **Smart Specialisation Strategy** of regions focused on Silver Economy (objective=50% of French regions)
 - Develop **Living Labs** and creation of a national network of Living labs focused on Silver Economy
 - Develop training and events for companies on “*Design for all*”

CNR SANTÉ

- National Reference Centre for Home care and Independent living
- Created in 2009 & supervised by 3 ministries
 - Industry
 - Health, Social Affairs and Elderly people
 - Research
- National role but regional action (24 regional expert centres in France)
- Chaired by Jean-Claude SEYS, VP of COVEA (private insurance)
- Around 100 members in France
 - Companies (IT, medical devices, pharma, services, Telecoms, ...),
 - Academics (research centres, universities)
 - Local authorities and public funders
 - Private funders
 - Clusters
 - Health & social care providers
 - Users, patients & Living lab, ...

CNR SANTÉ

- Missions & Services
 - **Networking and communication** on AHA
 - Stimulate **innovation** and enhance collaborative projects in AHA's sector
 - AHA's **Market analysis**
 - **Support to companies** (business strategy, funding (Fr/EU), communication, partnerships, ...)
 - **Support to collaborative projects** (academics, Health & Social care providers, companies, ...)
 - **Operator of the French Silver Economy**
 - AHA Label, quality criteria, normalisation
 - Innovative Public purchase processes and business models
 - Buyers training

NEXT STEPS

- **Meetings with European partners** for coordination of French policy with European policies (2014)
 - Propose a European work / integrate workgroups (EIP) to work on label (*High quality for Independent Living*), quality criteria and public purchase processes
- Participate to **European projects and workgroups** (2014)
 - Horizon 2020
 - AAL JP
 - EIP AHA
- French delegation to **eHealth Forum Athens**, 12-14 May 2014
- Develop/participate a **KIC “Ageing”** project (2014)

KIC ONE MORE LIFE

Health

Integrated Care

- Coordination of Health and social stakeholders
- Patient/citizen centric
- Personalised health

Frailty

- Health care
- Nutrition
- Physical activities
- Cognitive activities

Chronic diseases

- Co-morbidities management

Cognitive diseases

Activity & Inclusion

Education

- University programmes for elderly people
- Trans generational exchanges

Work

- Inclusion of elderly in companies
- Social work

Tourism

- Specific offers
- Tools, accessibility

Culture and leisure

Home & Environment

Home and built environments

- Smart home/building
- Robotics
- Housing adjustments for elderly, equipment
- Individual services
- Assistance, detection

Environment & smart cities

- Mobility, transport
- Security
- Proxy services
- Urban design

Finance

European platform for purchasers

- Quality criteria for purchase
- Purchase framework

Public insurances, local authorities

- Risk stratification
- Innovative public procurements (PCP, PPI)
- Regional Ecosystems

Private insurances, pension funds, banks

- Risk sharing
- Marketing

Investors

- Invest in eHealth, rules
- Market due diligences

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