

# The Philips Center for Health and Well-being



**Can active ageing programs be an unprecedented opportunity to keep people healthy and productive for longer?**

## **Meeting Logistics**

**Date/time:** 28/05/2010, 08.45-17.00

**Location:** The Westin Copley Place, 10 Huntington Avenue, Boston, MA 02116, USA.  
Phone: 617-424-7412.

**Meeting room:** Adams meeting room on the 7th floor (first room next to the lifts)

**Travel:** All travel (flights, hotels, transfers) will be confirmed separately by BCD Travel

**Dinner 27<sup>th</sup> May:** Informal dinner in Turners Fisheries Restaurant (in hotel) at 19.00

## **Participants:**

### **Think tank members**

1. Nicola Bedlington, Director of the European Patients Forum
2. Rod Falcon, Director of the Health Horizons Program, The Institute of the Future
3. Pat Ford-Roegner, CEO of the American Academy of Nursing
4. Professor Ilona Kickbusch, Kickbusch Health Consult
5. Walter van Kuijen, Senior Vice-President for Philips Healthcare and General Manger for Remote Patient Monitoring
6. Dr. Leonard Marcus, Harvard School of Public Health (facilitator)
7. Bill Novelli, Georgetown University (*unable to attend*)
8. Laurie Orlov, Industry Analyst, Ageing in place technology watch
9. Dr Eric Silfen, Senior Vice-President and Chief Medical Officer for Philips Healthcare
10. Jeff Sturchio , CEO of the Global Health Council

### **Other meeting attendees**

1. Katy Hartley, Director of The Philips Center for Health & Well-being
2. Paul Simonetti, Director of Corporate Stakeholder Relations, Philips North America
3. David Wolf, Director of Corporate Communications, Philips North America
4. Orla Burke, Fleishmann Hillard (meeting reporter)

## **Can active ageing programs be an unprecedented opportunity to keep people healthy and productive for longer?**

**Do global population demographics provide an opportunity or a threat for sustainable healthcare systems?** Governments need to plan for an ageing population with limited financial resources and a rapidly growing demand for carers. **Can active ageing programs be an unprecedented opportunity to keep people healthy and productive for longer?**

As the number of people over the age of 60 will grow from 500m today to 2 billion by the year 2050, the challenges facing global healthcare are significant. Society cannot afford to maintain the status quo as the resulting demands on our worldwide healthcare systems continue to rise – governments do not have the funding and healthcare systems do not have enough trained healthcare professionals. At the same time, as baby boomers begin to age they have already developed preferences for their lifestyle that they expect to live, about the environment they inhabit, and how they expect to be cared for.

**The Philips Center for Health and Well-Being would like to debate the role active ageing policies can play in the future and the barriers that currently exist to implementing them. How can seniors live independently in their own homes without worrying about being an ongoing burden on their family? How can quality of life – and quality of death - be ensured, with seniors being able to determine their own destiny? How can care systems best be organized around a rapidly ageing population - outside the hospital in the local community or within the home environment? How can an age-friendly community be created to ensure social inclusion?**

### **Three objectives for this think tank meeting:**

1. The first meeting of the think tank is aiming to provide the think tank with “input and inspiration” around the theme of active ageing – if we are all going to live longer and have to manage more disease or health problems – how do we ensure a high standard of living?
2. The meeting should tackle the essence of the think tank theme, using input from real people, and your expert opinions. The think tank should aim to identify the top 10 opportunities and issues around what active ageing means for our society - and what needs to be ‘fixed’ or created first to enable this. The goal is to choose the most relevant themes to continue the think tank discussions and debates over the next 24 months.
3. The think tank should agree on what the think tank ‘products’ will be over the course of the 2 years – what will the outputs be – with the thought that they should be transparent, easy to share and distribute by the Center, but also by all involved in the think tank.

### **Materials & preparation**

A short pre-read paper is enclosed together with this agenda.

## Meeting agenda:

08.40	<b>Breakfast &amp; coffee</b> available outside meeting room, Helicon, 7 <sup>th</sup> floor
<b>Morning session: introductions, input and inspiration</b>	
08.55	Welcome address, Dr Eric Silfen, Philips Healthcare
09.00	Welcome by Katy Hartley, Director of The Philips Center for Health & Wellbeing <ul style="list-style-type: none"><li>• Introduction to The Philips Center for Health &amp; Wellbeing</li><li>• Active ageing think tank program and objectives</li><li>• Philips Index results around ageing/life expectancy</li></ul>
09.20	Welcome by Dr Leonard Marcus, Harvard School of Public Health – facilitator <ul style="list-style-type: none"><li>• Introductions &amp; expectations</li><li>• Meeting program/speakers</li><li>• First views on active ageing topic</li></ul>
10.40	<b>Break:</b> coffee, tea and refreshments served outside meeting room
10.50	A first ‘citizen of the world’ - Gerry Fioriglio – who writes on the caregivers blog provides a firsthand experience <ul style="list-style-type: none"><li>• Q&amp;A and discussion</li></ul>
11.20	A second ‘citizen of the world’ – Mark Senak who is an informal carer provides a firsthand experience <ul style="list-style-type: none"><li>• Q&amp;A and discussion</li></ul>
11.50	<b>Lightning brainstorm:</b> defining the top 10 themes around active ageing
12.30	<b>Lunch:</b> will be served outside the meeting room
<b>Afternoon session: Working towards a think tank charter</b>	
13.20	Discussion to define most important and relevant themes for active ageing that will be the focus of the think tank going forward
14.30	<b>Break:</b> coffee, tea and refreshments served outside meeting room
14.35	Discussion to define most important and relevant themes for active ageing that will be the focus of the think tank
15.30	Break: phone calls & fresh air break
15.35	Discussion; what should the think tank ‘products’ be?
16.30	Sign off charter, wrap-up, actions and discuss next steps
17.00	<b>Drinks:</b> followed by an informal dinner (all welcome)

### What do we need from you?

The aim is that you arrive with your expertise only – no specific preparation is required for this meeting other than reviewing the agenda. **If you could submit your standard biography together with a photo, we can then compile a biography book before the meeting.** If you would prefer your email address NOT to be shared within the participants group listed in this agenda, please state this and we will ensure BCCs are always used.

### **Meeting report:**

Will be distributed for feedback & comments by 14<sup>th</sup> June

### **Questions & contact:**

Please contact Katy Hartley, [katy.hartley@philips.com](mailto:katy.hartley@philips.com), +31-6-22232801

### **Travel/hotel requests:**

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