

# The Philips Center for Health and Well-being



## **The Philips Center for Health and Well-Being Healthcare Think Tank**

### **Identifies Framework for Successful Ageing Discussion & Debate**

The role of technology in alleviating isolation, personal resilience, the global policy landscape, megacities and personal health systems have all been identified as key themes that need to be better understood as society prepares for successful ageing in the decades ahead. These themes were highlighted by The Philips Center of Health and Well-being Active Aging Think Tank as priority topics to be debated by the group over the coming 24 months.

The Think Tank will grapple with the challenge of the demographic changes which will see people over the age of 60 grow from 500 million today to 2 billion by the year 2050. Couple these changes with a dramatic increase in chronic illness over a similar time period and it quickly becomes apparent that society cannot afford to maintain the status quo. Governments do not have the funding and healthcare systems do not have enough trained healthcare professionals to cope with what is ahead.

The Think Tank will debate the issues with numerous experts on ageing, policy, technology and anthropology. The group will visit global communities and consider non-traditional alternatives in their search to prepare a roadmap for ageing in the future. The Think Tank hopes to address some of the issues raised and propose viable solutions. Their proceedings will be validated and published via variety of sources and will be accessible to all.

Members of The Philips Center for Health and Well-being Healthcare Think Tank include:

**Nicola Bedlington**, Director, European Patients' Forum

**Rod Falcon**, Program Director of the Health Horizons Program, Institute for the Future

**Pat Ford-Roegner**, CEO, American Academy of Nursing

**Professor Ilona Kickbusch**, Kickbusch Health Consult

**Walter van Kuijen**, Senior Vice-President and GM Home Monitoring at Philips Healthcare

**Dr. Leonard Marcus**, Harvard School of Public Health

**Bill Novelli**, Georgetown University

**Laurie Orlov**, Industry Analyst, Founder of Ageing in Place Technology Watch

**Dr Eric Silfen**, Senior Vice-President and Chief Medical Officer, Philips Healthcare

**Jeff Sturchio**, CEO of the Global Health Council

The Philips Center for Health and Well-being is a knowledge-sharing forum that provides a focal point to raise the level of discussion on what matters most to citizens and communities. The Center will bring together experts for dialogue and debate aimed at overcoming barriers and identifying simple solutions for meaningful change that can improve people's overall health and well-being. For more information, log onto [www.philips-thecenter.org](http://www.philips-thecenter.org).

END