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| Project Title: **Network for the Market uptake of ICT for Ageing Well** **AgeingWell** | Responsible partner: **ARC Fund** |
| | Editors: Metodi Naydenov (ARC Fund) |
| Grant Agreement no. 297298 | Validated by: All partners |
| | Classification: Dissemination Level: Public (PU) |


**Abstract:**

This report describes the 5th National Event carried out under the **Ageing***Well* Network. The event was organized by ARC Fund (Bulgaria), with the support of the partners OPTIMUS (Portugal), ARTICA (Spain) and EUROCONSULTANTS (Greece). It was organised as half-day seminar, dedicated to opportunities for financing e-services in health. The event took place in Sofia on the 16th of May 2013 at Inter Expo Center (147 Tsarigradsko shose blvd), within the BULMEDICA/BULDENTAL international forum for innovation in medicine.

**Revision History:**

| Revision | Date | Author | Organisation | Description |
|---|---|---|---|---|
| V.01 | 26/07/2013 | Metodi Naydenov | ARC Fund | First draft of the deliverable |
| V.02 | 31/07/2014 | Metodi Naydenov | ARC Fund | Update of the document according to the results from the project review meeting, in particular section 3.4. |
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**Statement of Originality**

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

# Table of Contents

1 Introduction....3
1.1 Background....3
1.2 Summary....3
2 Agenda....4
3 Summary of the event....6
3.1 Introduction....6
3.2 Progress of the Event....7
3.3 Conclusions of the Event....9
3.4 Feedback from Stakeholders....10
4 List of Participants....12
5. Photos....16

# 1 Introduction

## 1.1 Background

The aim of the **Ageing***Well* Network **is to build and animate a European network focused on improving the quality of life of Elderly People by promoting the market uptake of ICT solutions for Ageing Well.**

To achieve its aim, the following five **main objectives** of the AgeingWell project are:

- **Develop** guidelines for deployment and sharing of best practice between key competence centres;
- **Build** an ICT for Ageing Knowledge Centre with the aim to share the results with the Ageing Well Community;
- **Develop** an ICT for Ageing Society Strategic Agenda, with the aim of providing a study on options for future structure and implementation of EU innovation funding;
- **Promote** the European innovation reinforcement between innovative ICT industries & Ageing (in particular SMEs) and Venture Capital firms, Business Angels and other;
- **Raise awareness** within the European community of ICT & Ageing stakeholders through web-based communication, and the organization of 3 international events and 11 national events.

## 1.2 Summary

This report describes the 5th National Event carried out under the **Ageing***Well* Network. The event was organized by ARC Fund (Bulgaria), with the support of the partners OPTIMUS (Portugal), ARTICA (Spain) and EUROCONSULTANTS (Greece). It was organised as half-day seminar, dedicated to opportunities for financing e-services in health. The event took place in Sofia on the 16th of May 2013 at Inter Expo Center (147 Tsarigradsko shose blvd), within the BULMEDICA/BULDENTAL international forum for innovation in medicine.

In this report, the agenda of the event is presented, the discussions and conclusions of the event described and the list of participants included.

# 2 Agenda

- *in English*

Network for the Market uptake of ICT for AgeingWell

ICTPSP

**e-Health - Opportunities for Financing of e-Services in Health**

| | |
|---|---|
| **Date&Venue:** | **16th May 2013 (Thursday), Inter Expo Center-Sofia (147 Tsarigradsko shose blvd), seminar room in the exhibition hall No 2 @ BULMEDICA/BULDENTAL** |

**10:00-10:30** **Registration**

**10:30-10:50** **Presentation of the thematic network *ICT for AgeingWell***
*Mr. Metodi Naydenov, Applied Research and Communications Fund*

**10:50-11:15** **Opportunities for EU funding of e-health in Bulgaria**
*Mr. Eugeniy Ivanov, General Manager at Euroconsultants Bulgaria S.A.*

**11:15-11:40** **e-Health in Spain from ICT SME perspective *(in English)***
*Mr. Alejandro de las Heras, partner at Artica Telemedicina, Spain*

**11:40-12:00** **An Operator's view on Ageing Well & e-Health *(in English)***
*Mr. Gabriel Abrantes, Director Strategic Network Planning at OPTIMUS, Portugal*

**12:00-12:30** **Presentation of a Bulgarian experience in e-health development**
*Ass. Prof. Ivan Evgeniev, FORSEE project*

**12:30-13:00** **Lunch**

**13:00-13:20** **Challenges to the e-health in National Health Insurance Fund**
*Eng. Veselin Nikolov, NHIF*

**13:20-13:40** **e-Health and Ageing Well in Bulgaria**
*Ms. Ivanka Genova-Vlahova, National Patient Organisation*

**13:40-14:00** **Insights into Horizon 2020 and future funding for Ageing Well *(in English)***
*Nikos Giannoulidis, Euroconsultants S.A., Greece*

**14:00-14:15** **Discussion and event closure**

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INTER EXPO CENTER·IEC

- *in Bulgarian*

„Електронно здравеопазване – възможности за финансиране на е-услуги в здравеопазването"

| | |
|---|---|
| **Дата и място:** | **16 май 2013 г. (четвъртък), Интер Експо Център-София (Цариградско шосе №147), семинарна зала на изложбена зала 2, в рамките на форум БУЛМЕДИКА/БУЛДЕНТАЛ** |

**10:00-10:30 Регистрация на участниците**

**10:30-10:50 Представяне на мрежата за навлизане на ИКТ за достойно остаряване *ICT for AgeingWell***
*Методи Найденов, Фондация „Приложни изследвания и комуникации"*

**10:50-11:15 Възможности за европейско финансиране за е-здравеопазване в България**
*Евгений Иванов, генерален мениджър в Euroconsultants Bulgaria S.A.*

**11:15-11:40 Е-здравеопазването в Испания през погледа на ИКТ бизнеса *(на английски)***
*Alejandro de las Heras, партньор в Artica Telemedicina, Испания*

**11:40-12:00 Достойно остаряване и е-здравеопазване през погледа на оператор *(на английски)***
*Gabriel Abrantes, директор Strategic Network Planning в OPTIMUS, Португалия*

**12:00-12:30 Представяне на българския опит в развитието на е-здравеопазването**
*Доц.Иван Евгениев, проект FORSEE*

**12:30-13:00 Обяд**

**13:00-13:20 Предизвикателствата на електронното здравеопазване в системата на НЗОК/РЗОК**
*Инж. Веселин Николов, РЗОК-Перник*

**13:20-13:40 Е-здравеопазване и достойно остаряване в България**
*Иванка Генова-Влахова, Национална пациентска организация*

**13:40-14:00 *Хоризонт 2020* и бъдещи възможности за финансиране на е-здравеопазване *(на английски)***
*Nikos Giannoulidis, Euroconsultants S.A., Гърция*

**14:00-14:15 Дискусия и закриване на събитието**

# 3 Summary of the event

## 3.1 Introduction

The 5h National Event of **Ageing***Well* Network was in the form of a half-day seminar on "e-Health - Opportunities for Financing of e-Services in Health", held on 16th of May 2013 as part of the largest fair for innovations in medicine in Southeast Europe BULMEDICA/BULDENTAL (15-17 May 2013) at Sofia, Bulgaria. ARC Fund negotiated with Inter Expo Center-Sofia, as host of the fair, a conference space within one of the exhibition halls, thus complementing to the accessibility and visibility of the **Ageing***Well* event. Moreover, it was agreed that the invitation (fig. 1) to the **Ageing***Well* event would give a free access to the entire exhibition during the day.

***Fig. 1 Invitation for the event***

*a) In English*

**Seminar "e-Health - Opportunities for Financing of e-Services in Health"**

Applied Research and Communications Fund, a "ICT for Ageing*Well*" Network partner, in cooperation with Inter Expo Center-Sofia, invites companies, organizations and hospitals on a seminar on **"e-Health - Opportunities for Financing of e-Services in Health "** which will be held **16th of May** in the exhibition hall No 2 at Inter Expo Center, **during** BULMEDICA / BULDENTAL **Forum for Innovation in Medicine**.

During the seminar the thematic network "ICT for Ageing*Well*" will be presented.
"ICT for Ageing*Well*" is a project funded under Competitiveness and Innovation Programme of the EU, whose aim is to build and animate a European network of stakeholders focused on improving the quality of life of Elderly People by promoting the market uptake of ICT solutions for Ageing Well. The thematic network is open to ICT companies, hospitals and other healthcare providers, clusters, insurance companies, interested investors, and local authorities. Established in 2012, the network now includes more than 20 organizations in 14 Member States. Some of them will be guest speakers in the seminar.

Working languages of the seminar – Bulgarian and English. Access - **free upon presentation of the invitation** (see the next page) at the entrance of BULMEDICA / BULDENTAL.

Due to the limited capacity of the seminar room, you are invited to register in advance on Applied Research and Communications Fund 's site.

*For additional information:*

Metodi Naydenov
Applied Research and Communications Fund
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Email: metodi.naydenov(at)online.bg
www.arcfund.net

ARC FUND

INTER EXPO CENTER • IEC

BulMEDICA BulDENTAL

*b) In Bulgarian*

***Семинар „Електронно здравеопазване – възможности за финансиране на е-услуги в здравеопазването"***

Фондация „Приложни изследвания и комуникации", партньор в европейската мрежа „ICT for **Ageing***Well*", съвместно с Интер Експо Център има удоволствието да покани фирми, организации и здравни заведения на семинар на тема **„Електронно здравеопазване – възможности за финансиране на е-услуги в здравеопазването"**, който ще се състои на **16 май** в изложбена зала 2 на Интер Експо Център, **в рамките на форума за иновации в медицината** БУЛМЕДИКА/БУЛДЕНТАЛ.

По време на семинара ще бъде представена тематичната мрежа „ICT for **Ageing***Well*" .

„ICT for **Ageing***Well*" е проект, финансиран по линия на Програмата за конкурентоспособност и иновации на ЕС, и има за цел да създаде и развива мрежа от заинтересовани организации, насочена към подобряване на качеството на живот на възрастните хора чрез насърчаване на навлизането на пазара на ИКТ решения за достойно остаряване. Тематичната мрежа е отворена към ИКТ фирми, здравни заведения и други доставчици на здравни услуги, клъстери, осигурителни дружества, заинтересовани инвеститори, както и местни власти. Създадена през 2012 г., мрежата вече включва над 20 организации в 14 държави-членки на ЕС.

На самия семинар фирми и организации от Испания, Португалия и Гърция, членове на „ICT for **Ageing***Well*", ще представят интересни **теми, свързани с развитието на електронното здравеопазване в Европа, публично-частното партньорство в тази сфера и възможностите за финансиране** по линия на европейските програми.

Работни езици на семинара – български и английски. Вход – **свободен при представяне на поканата** (на следващата страница) на входа на изложението БУЛМЕДИКА/БУЛДЕНТАЛ.

Поради ограничения капацитет на семинарната зала, може да се регистрирате предварително на сайта на Фондация „Приложни изследвания и комуникации".

*За повече информация:*

Методи Найденов
Фондация „Приложни изследвания и комуникации"
Тел: 02/973 3000
Email: metodi.naydenov(at)online.bg
www.arcfund.net

The dissemination of information about the event was carried out through all available channels: on the respective websites owned by ARC Fund, newsletter, social networks, mass mailing with attached e-invitation. Inter Expo Center-Sofia regularly included information about the **Ageing***Well* event in their press releases for BULMEDICA/BULDENTAL. Electronic registration was made available on the ARC Fund website.

The theme of the seminar was chosen to be ***"e-Health - Opportunities for Financing of e-Services in Health"*** with the view to display and compare good practices of public private partnerships and use of grant funding in the field of e-Health development in country and abroad. To this end, the organiser of the event Applied Research and Communications Fund (ARC Fund) invited OPTIMUS (Portugal), ARTICA (Spain) and EUROCONSULTANTS (Greece) as experienced organisations in these topics to become support partners and deliver during the event.

The event was attended by at least 43 participants (according to the registration list), incl. from Bulgarian Red Cross, Ministry of Health, National Health Insurance Fund, SMEs and research organisations interested in this topic, media. Given the location which was amid one of the exhibition halls of BULMEDICA/BULDENTAL, the audience is believed to be larger.

The feedback was collected by distribution of feedback forms (made according to the template of the **Ageing***Well* network) to participants. 10 filled feedback forms were received at the end of the event.

## 3.2 Progress of the Event

The seminar was opened by Mr. Metodi Naydenov (ARC Fund) who presented the **Ageing***Well* thematic network, its objectives and means, as well as its expected impact on the promotion of e-Health and in particular ICT for Ageing in Bulgaria. Representatives of the Bulgarian Red Cross asked about availability of information regarding other than EU programmes in this field on the **Ageing***Well*

web-gate. They expressed their satisfaction that the Network collaborates with AAL JP and found it good that Bulgarian organisations that are **Ageing***Well* associate members can be updated with information coming from AAL JP, despite that Bulgaria is not a partner state.

In the second slot Mr. Eugeniy Ivanov from the Sofia office of EUROCONSULTANTS provided an overview of the EU funding that went directly or indirectly for improvement of e-Health services in Bulgaria during the current EU programme period 2007-2013. The key message was that although it is hard to identify a particular programme for e-Health development on national and EU level, the healthcare institutions and interested SMEs should look into grant schemes aimed in general at supporting competitiveness, innovation and regional development, such as ERDF, South East Europe programme, INTERREG IV, FP7, CIP, etc.

After that Mr. Alejandro de las Heras from ARTICA presented the gradual introduction of e-Health services in Spain's healthcare system from technologic and end user's perspectives and concluded with the story of its own company as a showcase how an ICT SME specialized entirely in telemedicine and e-health can grow and prosper.

Mr. Gabriel Abrantes, Director for Strategic Network Planning at OPTIMUS, revealed what is the forward-looking interest of a large telecom in investing in e-health and ICT for Ageing Well solutions and how this approach enables better placement on the highly competitive telecommunication market in Portugal and all in all in Europe. The message sent was that the telecom operators have their unique role in addressing the needs of the ageing market across Europe by developing and offering the right services for the elderly. Participation in project such as the **Ageing***Well* network is one of the channels for building up the necessary knowledge of clients and industry.

The next to deliver was prof. Ivan Evgeniev, head of Advanced Control Systems Laboratory at Technical University of Sofia, who presented a SWOT analysis for the development of e-Health in the frame of the health reform in Bulgaria. The SWOT was made as part of the FORSEE project (Regional ICT Foresight Exercise for SEE Countries - http://forsee.eu). The recommendations and conclusions stirred a lively discussion with the audience as they touched not only upon the technical provision of e-health but also upon social and economic aspects of it.

Eng. Veselin Nikolov from National Health Insurance Fund (NHIF) made a showcase of the available e-services on then newly-introduced Personalized Information System (PIS) of the Fund. The so-called electronic health dossier allows each patient and its doctor or dentist to keep track and respectively to update the "health profile" of the patient whenever the intervention is (partly) paid via NHIF. Future stages of development of e-services in healthcare was also outlined, e.g. the introduction of e-prescription.

A logical continuation of this showcase was the presentation of Ms. Ivanka Genova-Vlahova from National Patient Organisation who compared the level of usage of e-services in national health system in Bulgaria to EU average levels and highlight the expectations of patients for future wider range of available e-services - e-monitoring of chronic diseases, e-notification for upcoming vaccinations and/or examinations, e-rating system, e-learning, etc. This might be achieved by enhancement of the public-private partnership in health care as well as by wider participation of relevant bodies in EU research and structural funding programmes. The better introduction of e-systems in health care will lead not only to significantly easier access of patients (incl. elderly) to

health services, but also will increase the transparency and accountability of the public healthcare bodies (NHIF, public hospitals, sanatoriums, etc)which is crucial for the better treatment of the patients in its entirety.

The closing lecture was delivered by Mr. Nikos Giannoulidis from our support partner EUROCONSULTANTS who gave an overview of the expected funding for development of e-health and ICT solutions for ageing well, mostly in the light of the upcoming Horizon 2020, that was of particular interest for the representatives of SMEs, research organisations and media at the event.

## 3.3 Conclusions of the Event

The whole event was held in parallel with the BULMEDICA/BULDENTAL international specialized fair for high-tech medicine and best practices and within its exhibition premises at Inter Expo Center-Sofia. The location of the seminar room next to the showcase booths of Bulgarian Red Cross and National Patient Organisation, both having held demonstrations of first aid, home care assistance, free testing of socially significant diseases and etc., nothing but complemented the main goal of our event: to raise the awareness of the stakeholders and general public about the opportunities of ICT technologies for Ageing Well and our thematic network.

The presentation of best practices and lessons learned in demographically, socio-economically and geographically comparable countries aimed at pointing out the direction and the means for future development of our national health care system, which is currently in its early stage of introduction of e-health. Although the social and economic benefits from the better use of ICT and e-health are generally undoubted, participants were interested in having them answered as to how to build up an e-health environment friendly to the patient (i.e. the end user). To this end, the active involvement of the support partners of ARC Fund for this event, namely OPTIMUS (Portugal), ARTICA (Spain) and EUROCONSULTANTS (Greece) was crucial for its success. Their different background and knowledge allowed for wider look into the matter, incl. real examples of first-hand experience which is arguable to be found in Bulgaria. Unfortunately none of the large telecoms in Bulgaria replied to our explicit invitation to participate at the event, although one could expect that they would have been interested in learning about the opportunities and novelties of this specific niche – ICT solutions for elderly.

On the other side, following up the event a cover page article about **Ageing***Well* thematic network, with focus on opportunities it provides to ICT SMEs, was published in the Info Week specialized magazine for ICT business and technology. The article is titled in Bulgarian as “New project makes e-health a successful business” and subtitled “ICT for Ageing Well is open to ICT firms”. It has been published in the June (M18) edition of the monthly Info Week hard-copy as well as on-line. A banner leading to www.ict-ageingwell.net has also been put on their site. It is important to highlight that Info Week became a Supporter of the **Ageing***Well* Network.

## 3.4 Feedback from Stakeholders

ARC Fund, as member responsible for the organisation of this event, contacted both speakers and participants to collect their statement about their participation at this event, but also about the **Ageing***Well* Network. From the contacts made, it has been possible to gather statements from two speakers, which are presented next.

**Dr. Maria Stefanova Pavlova, Managing Director at CITT-Global**
*"A very interesting and informative event it was! This network of stakeholders is valuable knowledge base for those interested and active in the domain of ICT for **Ageing**Well and e-health. I can have a quick grasp of the developments in this field thanks to the **Ageing**Well newsletter service. Also, I have already made use of it and disseminated information for our projects. Not the least, the enlarging membership gives the common ground for future business and research partnerships to be established between the different associated organisations"*.

Following the participation at this event, CITT-Global[1] become an Associate Member of the **Ageing***Well* Network and disseminated the network among their contacts in this field, namely the consortium from MATSIQEL Project[2], which includes partners from United Kingdom, Mexico, Germany, South Africa and Australia. By spreading further the information about the network, CITT-Global expected to cooperate in terms of dissemination of the project results and the use of the Knowledge Center for dissemination of MATSIQEL outcomes.

[1] CITT-Global is a R&D Organisation that aims to facilitate the transfer of innovative knowledge and technologies on international level. Its priority is to cooperate with European state organizations, scientific link-teams and private firms working in the same sphere.

[2] MATSIQEL Project - Models for Ageing and Technological Solutions for Improving and Enhancing the Quality of Life. URL: https://www.northumbria.ac.uk/sd/academic/ee/work/research/msa/biomathematics/matsiqel/

**Alejandro Sánchez-Rico de las Heras, Managing Director at Artica Telemedicina**

*"The **Ageing**Well event was held within a bigger event "BulMedica" where different stakeholders related with the health sector were present. In this sense the event was held in an adequate environment where exhibitors and visitors of BulMedica had direct access to the **Ageing**Well conference corner.*

*In our presentation (http://www.slideshare.net/alejandrosrh/ehealth-in-spain), we gave a perspective of eHealth services and technologies in Spain, with some hints of our expertise in the field; as well as the experience of the Red Cross Spain in tele-assistance systems. One of the persons in the audience was a representative of the Red Cross Bulgaria which enabled us to have an exchange of experiences and ideas and to gather knowledge of a future initiative of Red Cross Bulgaria to launch a tele-assistance service in a specific region of Bulgaria.*

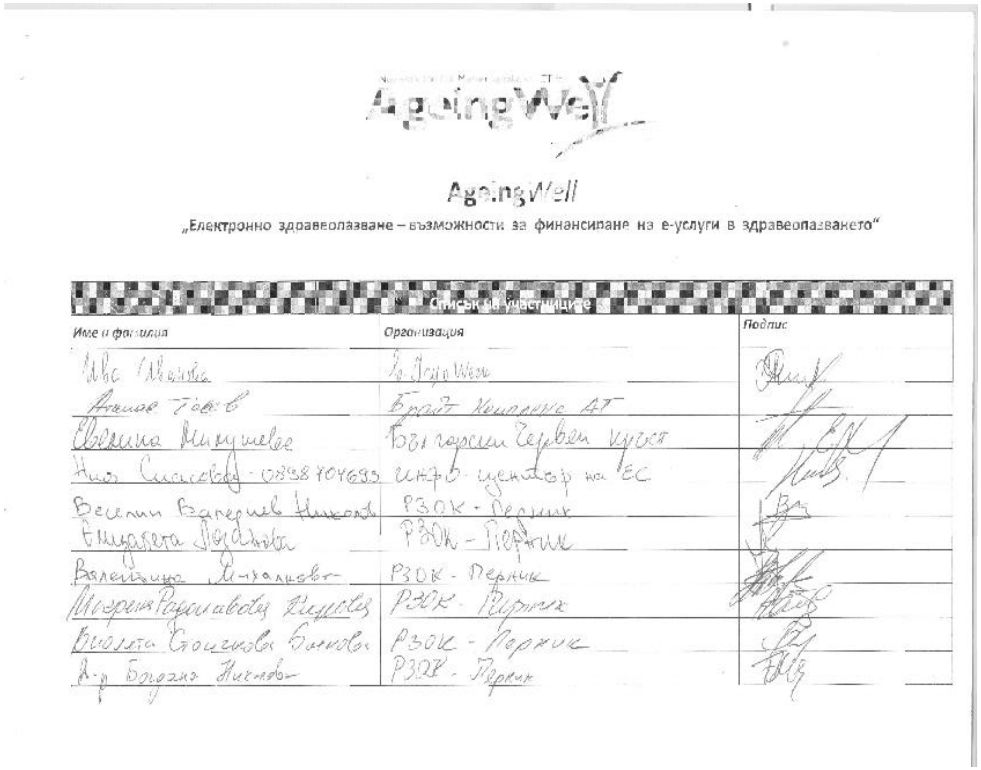
*Additionally we made contact during the lunch break with researchers from the Technical University in Sofia, contacts that I keep through social networks for potential collaborations in future research projects. In conclusion I consider the event well organized, being important to be within BulMedica as it is an opportunity to get in contact with many stakeholders in this sector. Also the audience had a genuine interest in the topic we were presenting which would give as opportunity to develop new collaboration relations".*

ARTICA[3] was one of the founding members of the network responsible for supporting ARC Fund organising this event, and took this opportunity to present its work and learn from Bulgarian stakeholders.

[3] ARTICA Telemedicina is a Spanish ICT Solution Provider dedicated to telemedicine and health informatics consultancy and key in hand services and software projects development.

# 4 List of Participants

Please see scanned version of the list of participants on the next pages

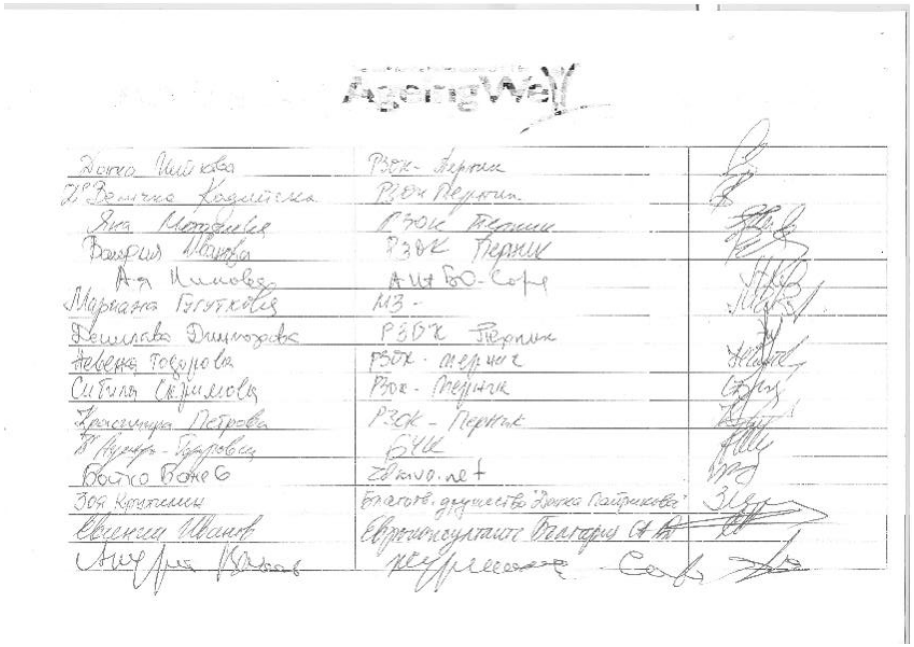


AgeingWell

„Електронно здравеопазване – възможности за финансиране на е-услуги в здравеопазването"

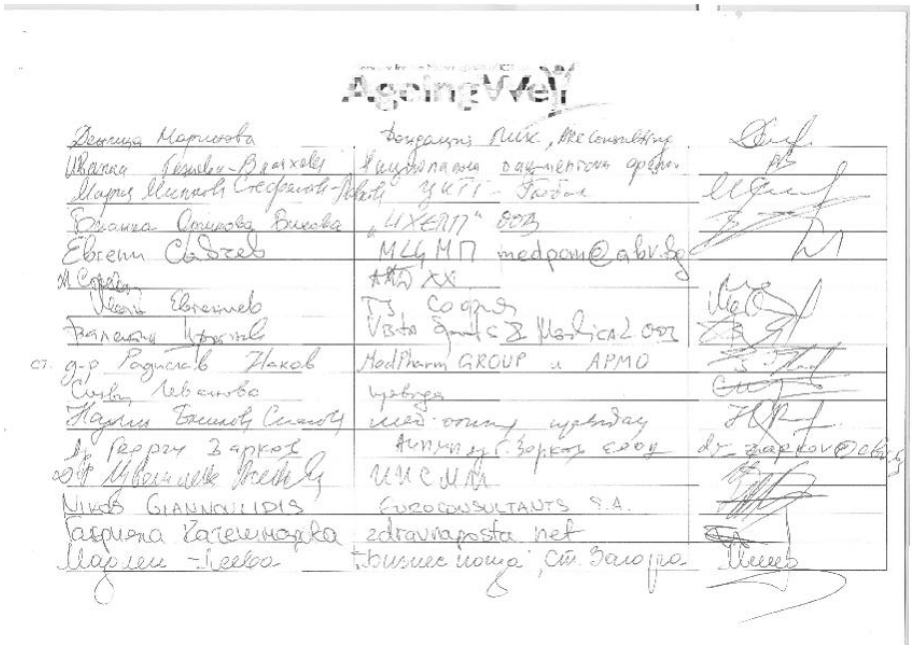
Списък на участниците

| Име и фамилия | Организация | Подпис |
|---|---|---|
| [illegible] | AgeingWell | |
| [illegible] | Брайт Хелтъ АД | |
| Евелина Минчева | Бъл. Червен кръст | |
| [illegible] 0898 704633 | ИКТ-център на ЕС | |
| Веселин Валериев Николов | РЗОК - Перник | |
| Елисавета [illegible] | РЗОК - Перник | |
| Валентина Михалкова | РЗОК - Перник | |
| Теодора Радославова Ангелова | РЗОК - Перник | |
| Виолета Стоянова Бинева | РЗОК - Перник | |
| Д-р Богдана Ангелова | РЗОК - Перник | |



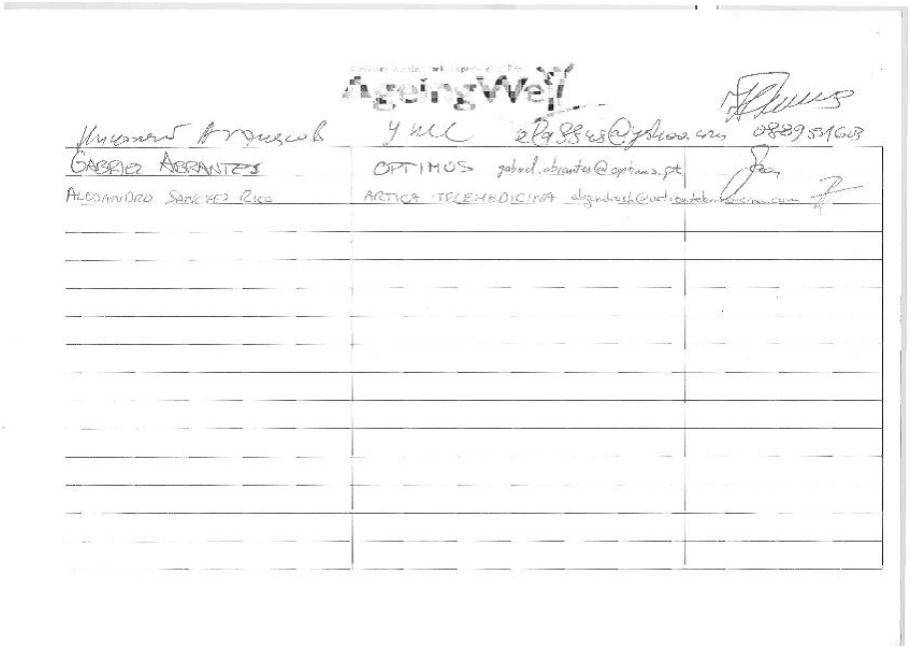
AgeingWell

| | | |
|---|---|---|
| Донка Пилкова | РЗОК - Перник | |
| Д-р Величка Колийска | РЗОК Перник | |
| Яна Матрова | РЗОК Перник | |
| Валерия Шарова | РЗОК Перник | |
| А-р Илиева | АИ БО-София | |
| Маргарита Гугулева | МЗ - | |
| Десислава Димитрова | РЗОК Перник | |
| Невена Тодорова | РЗОК - Перник | |
| Силвия Свиленова | РЗОК - Перник | |
| Красимира Петрова | РЗОК - Перник | |
| Д-р Арнаудова - Здравева | БУК | |
| Войко Войнов | здраво.net | |
| Зоя Кръстева | Благотв. дружество „Зоя Пайрикова" | |
| Евгения Иванова | Евроконсултанс България АД | |
| Ангел Иванов | журналист - София | |



AgeingWell

| | | |
|---|---|---|
| Денница Маринова | Бизнес лиц., Me Consulting | |
| Иванка Тошева-Василева | Национална дъщерна фирма | |
| Мария Иванова Стефанова-Ангелова | УКТП - Враца | |
| Василка Христова Янкова | „ИХЕЛП" ЕООД | |
| Евгени Сабоев | МЦМП medpom@abv.bg | |
| [illegible] | АТП XX | |
| Иван Евгениев | ТД Софарма | |
| Валентин Цветков | Ветро Ъпдейт с Медикал ООД | |
| ст. д-р Радислав Захов | MedPharm GROUP и АРМО | |
| Силва Левонова | Нутрига | |
| Марин Василев Симеонов | лич. опит, предприемач | |
| Д-р Георги Зарков | Университет „Зарков" ЕООД | dr_zarkov@abv.bg |
| [illegible] | МИС МЕД | |
| Nikos GIANNOULIDIS | EUROCONSULTANTS S.A. | |
| Гаврилка Катеринска | zdravnaposta.net | |
| Марин Ангелов | Бизнес поща, сп. Заедно | |



| | | | |
|---|---|---|---|
| [illegible] | [illegible] | [illegible] | 0829551603 |
| GABRIEL ABRANTES | OPTIMUS | gabriel.abrantes@optimus.pt | |
| ALEJANDRO SANCHEZ RUIZ | ARTICA TELEMEDICINA | [illegible] | |

# 5. Photos

Snapshots from the event

eHealth in Spain
Teleassistance
Red Cross Spain
Private Companies

one LIFE
make it BETTER