Periodic Reporting for period 3 - WE4AHA (Widening the support for large scale uptake of Digital Innovation for Active and Healthy Ageing)

Berichtszeitraum: 2020-01-01 bis 2020-12-31

Zusammenfassung vom Kontext und den Gesamtzielen des Projekts

WE4AHA ...

... is the CSA funded by the EU H2020 programme aimed at providing support to administration, external communication and coordination of the stakeholder groups and partners engaged in the development and implementation of the European Innovation Partnership on Active and Healthy Ageing (EIP on AHA) and its horizontal initiatives: Blueprint Digital Transformation of Health and Care
for the Ageing Society (Blueprint), Innovation to Market (I2M) and Monitoring and Assessment Framework for the EIP on AHA (MAFEIP).

... is advancing the effective large uptake and impact of Digital Innovation for Active and Healthy Ageing building upon a comprehensive set of support and promotion services aimed at reinforcing the EIP on AHA’s engagement of stakeholders.

... is specifically conceived to support the definition and execution of an I2M plan, the further Blueprint development to drive the policy vision on digital innovation, the broad use of the MAFEIP tool, and the consolidation of EIP on AHA Action Groups and Reference Sites.

The WE4AHA approach relies on key co-ordination and support methods and is envisaged to produce outputs generated through a well-orchestrated set of activities. The expected results under each EIP on AHA pillar – Action Groups and Reference Sites – and horizontal initiatives – I2M, Blueprint and MAFEIP – will be attained by fostering the capacity of stakeholders to converge on priorities, formulate strategies and execute jointly agreed actions to accelerate the large uptake of digital innovation for Active and Healthy Ageing across European regions.

Throughout the WE4AHA project, the work carried out by the partners can be summarised as the following:

- Advancing the effective, large-scale uptake and impact of Digital Innovation for Active and Healthy Ageing through the design, development and implementation of a comprehensive set of support, engagement and promotion activities tailored to the needs of the EIP on AHA partners;
- Delivering continuous administrative, coordination and external communication support to relevant EIP on AHA stakeholders in order to secure their effective mobilisation and participation in the Action Groups (AG) and Reference Sites (RS);
- Supporting the implementation of the I2M Plan, with a wide range of activities to foster better collaboration and communication between the demand and supply side;
- Further developing the Blueprint to drive the policy vision on digital innovation for health and care;
- Broadening the adoption of the MAFEIP tool, its practical implementation and evolution and creating new cases;
- Consolidating the work of the six AG and 103 RS;
- Continue strategic synergies with relevant R&I initiatives in the European landscape, more particularly with the Active Assisted Living Programme and the More Years Better Lives Joint Programming Initiative;
- Designing and expanding widely online and offline wide communication and dissemination activities targeting relevant EIP on AHA relevant stakeholders.
- Focusing on promoting the RS twinning and the associated set of 13 workshops.

The project results achieved by the WE4AHA project can be summarised as follows:

- EIP on AHA stakeholders’ engagement mechanisms reinforced by and tailored to the needs expressed by the Partnership;
- Set of administrative, coordination and support services supporting AG, RS and cross-horizontal
initiatives, designed and deployed by the Administrative Support team to assist the EIP on AHA members in their daily activities;
- Relevant stakeholders – mainly innovative SMEs and start-ups – mapped, recruited and mobilised to drive forward the implementation of the I2M Plan;
- Mapping of investments in the Active and Healthy Ageing sector and analysis of the gaps between demand and supply side in the European AHA market carried out;
- I2M Plan (updated version) delivered including annexes illustrating the concrete actions developed in collaboration with the key relevant stakeholders;
- Blueprint contributors increased beyond the original “champions” to secure the wide participation of demand side representatives to the evolution of the policy vision on the digital transformation of health and care;
- Blueprint document updated to support investments in innovation for digital transformation of health and care, and to identify the key relevant use cases and scenarios to be targeted for large-scale deployment;
- MAFEIP 2.0 delivered and IT infrastructure fully integrated and made available through the EIP on AHA portal;
- MAFEIP community enlarged through the EIP on AHA and case studies identified;
- Action Groups continuously supported to secure their governance, evolution and activities deployment;
- Renovation of the Action Plans for the Action Groups finalised;
- Execution of the renovated Action Plans during the 2018-29020 period;
- Reflections and discussions regarding the future sustainability of the AGs;
- Reference Sites community animated and supported; thirteen thematic workshops and five twinnings organised in 2020;
- Action Plan on synergies with R&I initiatives updated and joint cooperation with AAL, JPI MYBL continued;
- Organisation of the European Week of Active and Healthy Ageing co-organised with the AAL and the Joint Programming Initiative of More Years Better Lives (JPI MYBL) in November 2020;
- Dissemination and communication activities widely deployed for the benefit of the EIP on AHA community;
- Compilation of attractive, simple, information for infographics to illustrate the achievements (“assets”) of the EIP on AHA over the CSA timeline;
- EIP on AHA portal re-structured, regularly updated; and handover achieved;
- New microsite on the EIP on AHA initiative developed under the Digital Single Market website.
- WE4AHA project management guidelines maintained;

The WE4AHA project has completed all of its milestones and has generated a strong impact in the active and healthy ageing community in Europe. In summary, the impact can be seen through the following:
- 6 updated action plans from the EIP on AHA Action Groups
- Over 1,000 commitments submitted by Action Group members
- Engagement with over 1,300 Action Group members
- Extension of the Reference Site community to over 100 from 30 countries.
- Over 200 innovative practices collected on digital health and care.
- 30 twinnings awarded involving 60+ organisations
- 15 thematic workshops funded involving over 1,500 participants.
- Creation of 12 Blueprint personas
- Creation of 10 Blueprint guides
- 4 successful collaboration between the active and healthy demand and supply sides through the I2M matchmaking.
- Creation of the Innovation 2 Market Plan
- Adoption of technology in active and healthy ageing through 3 successful cases involving the demand and supply sides of the market.
- 7 use cases developed as part of the MAFEIP community involving 35 SMEs

All results have been disseminated through the EIP on AHA channels including:
- Twitter account
- LinkedIn
- Health Policy Platform
- EIP on AHA Portal
- Distribution lists to the EIP on AHA Action groups and reference Sites
- EIP on AHA newsletter
- Through WE4AHA partners' communication channels

Finally, 6 EIP on AHA legacy pages have been created on the Digital Single Market website including the main information and results from the initiative.
Action Groups in Numbers

EIP on AHA

REFERENCE SITES

- The Reference Sites have built unique health innovation ecosystems
- How have they done it?

HEALTH INNOVATION

Reference Sites Ecosystems

- Dissemination of results
- Reliable assessment methods: MAFEIP, HTA...
- Tools: twinnings, thematic discussions, projects...
- Top-down
- Bottom-up

IDENTIFYING DRIVERS

- Scaling-up with impact
- In and beyond Europe
- Workshops, events, meetings
- Internationalisation & networking
- Visibility
- National network & coordination
- Communication & motivation

SUSTAINABILITY

EIP on AHA SUCCESS STORIES

Technology Adoption in Active and Healthy Ageing

5 of 10
Technology Adoption in Active and Healthy Ageing

**GALICIAN HEALTHCARE SERVICE & DXC TECHNOLOGY**

**NEED**
Patient Empowerment

**SOLUTION**
E-Saúde, an mobile health solution implementing an HTML 5.0 patient portal gathering integrated Health Digital Services and Resources

**IMPACT**
- 100,000 users
- 2.7 million clinical studies downloaded
- 30,000 visits to Health information pages
- 78 virtual communities lead by SERGAS professionals and patient associations
- 1,800 users of virtual communities

**NHS LIVERPOOL CCG & DOCOBO**

**NEED**
Supporting patients with chronic conditions

**IMPACT**
- 90% of patients feel more in control
- 52% of patients report an improvement in health status

How to boost Innovation in Healthcare

**INNOVATION TO MARKET**

**HOW TO BOOST INNOVATION IN HEALTHCARE?**

Ten steps to ensure that innovations move from pilot conception to adoption and scale-up

**Recommendations during the pilot PREPARATION PHASE**

1. Understand the need(s)
2. Select needs aligned with the organisational strategy
3. Prepare a business case
4. Acknowledge that ‘culture’

**Recommendations during the pilot IMPLEMENTATION PHASE**

6. Leadership is key
7. Accurately measure and monitor performance
8. Create clear rules of the game
9. Avoid ‘siro implementations’
MAFEIP Overview

1. i-Prognosis
   An app that measures the use of games by people with Parkinson’s.
   Result: COST-EFFECTIVE
   The adoption of the app could save €400-550 euros per patient a year in healthcare costs. Expected decrease in healthcare costs over a horizon of 20 years:
   - 8 million euros in Greece
   - 72 million euros in Germany
   - 98 million euros in the United Kingdom

2. CareWell
   A project that measures the care of frail, elderly patients.
   Result: COST-EFFECTIVE
   • The intervention is effective if there is a willingness to pay that is at least €5,667 per quality-adjusted life year for each patient
   • The intervention is more effective than current care
   • The intervention is also more expensive than current care

The MAFEIP project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 787765.

REFERENCE SITES IN NUMBERS

• 100+ awards to sites from all over Europe from almost 30 countries
• 200+ innovative practices collected on digital health and care
• 30 twinnings awarded involving 60+ organisations
• 15 thematic workshops funded (2019-2020) with 1,500+ participants, involving 40+ Reference Sites
• Over 5 million people’s lives improved

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Reference Sites in Numbers

EIP ON AHA ACTION GROUP OUTPUTS

The collaboration between EIP on AHA Action Group partners has led to the development of many other initiatives that are all working to help promote the scaling up of innovative solutions for active and healthy ageing in Europe and beyond.

NETWORKS
- European Covenant on Demographic Change
- SAFE Consortium
- SHAPE Stakeholders Network (Smart Healthy Age-Friendly Environment)
- NERA Age-Friendly - International Interdisciplinary Network on Smart Healthy Age-friendly Environments
- Privacy-Aware Audio- and Video-Based Applications for Active and Assisted Living.

PRODUCTS/SERVICES
- Non-immersive virtual reality training on functional living skills
- Digital solutions for connected health
- Digital support for integrated care
- Adapted Physical Activity digitally supported service
- The Styro programme (EReis) for nutrition and health for AHA
- Long Live the Elderly programme
- AFFINITY National HSE Falls and Bone Health

MODELS AND TOOLKITS
- Maturity Model for local service delivery for integrated care
- Diagnosis of European data sharing and exchange across borders in Europe
- Map of European initiatives with evidence-based secure access to sharing of health data across borders
- Bio-psycho-social approach to frailty (Suntrak, Advantage)
- Gastrological approach to malnutrition
- The CONSENSO model for community nurses

PLATFORMS
- Platform Uptake
- Guttmann New Personal Trainer® (GNPT)
- A Web-based platform to ease malnutrition screening programme implementation
- Platform for Knowledge exchange and scaling up in the context of the FOCUS project

PROJECTS
- SYMPATHY
- INTERREG EU SHAPE
- European Mobile Health Hub (mHealthHUB)
- Homes4Life
- Project Change

TRAINING PROGRAMMES/POLICY WORK
- Hands-on SHAPE - development of practical learning experience for SHAPE facilitators
- NECTAR Erasmus +
- Inter-University Doctoral Program in Ageing and Chronic Disease

SCIENTIFIC PAPERS
- Staying safe in LTC institutions during COVID-19
- Evaluating socio-economic impact of age-friendly environments
- Aligning MASK with the objectives of the EIP on AHA
- AHA digital enamorship
- Rethinking palliative care in a public health context
- Creating a culture of health in planning and implementing innovative strategies addressing non-communicable chronic diseases
- Information and communication technology for increased healthy ageing in people with non-communicable diseases

GUIDES

BLUEPRINT
DIGITAL TRANSFORMATION OF HEALTHCARE FOR THE AGING SOCIETY

Based on real-life experience, the guides can:
- Help you handle scaling up digitally supported, person-centred integrated care
- Provide you with a starter kit
- Introduce you to a digital health landscape where no background knowledge is needed
- Offer you easily accessible support when implementing digital health innovation

THE 10 GUIDES ARE ABOUT:
- ACHIEVING PRIVACY WHEN USING MONITORING TECHNOLOGIES
- CARERS
- CHANGE MANAGEMENT
- IMPLEMENTING INTEGRATED CARE
- INTEROPERABILITY
- MAFEIP
- MEDICAL DEVICE REGULATION AND APP CERTIFICATION
- NUTRITION
Blueprint Guides

**Blueprint Personas**

- **used in user-experience design and user research**
- **describe example users**
- **enable organisations to:**
  - Understand their potential users better
  - Consider users’ needs, aspirations, attitudes, and dreams
  - Assess other relevant user characteristics like psycho-social forces, health or care choices, and health or care outcomes

These 12 personas:
- Represent different population segments
- Show the realistic health and care needs of various groups in society
- Help meet specific unmet health, wellbeing and care needs at different points in time during a person’s life

Help you to:
- Build a deeper understanding of user segments
- Improve the user experience
- Identify unmet needs
- Examine what potential digital solutions might help these personas

Can be useful for:
- Government
- National or regional health system
- Medical general practice
- Industry
- Research
- Study

**Personas In Use**

- **Campania Region in Italy developed some new personas:**
  - In internal meetings and training sessions in the Compania regional ProMIS network
  - In a working group on integrated care with patients

- **Health Centre Zagreb – Centar in Croatia used the Blueprint personas to focus on:**
  - Innovative monitoring solutions to improve people’s health and optimise hypertension care
  - Assessment of end-users’ needs
  - Different change management strategies in health and care systems

- **AFEdemy, a small consultancy based in the Netherlands used the personas with:**
  - Facilitators wanting to implement smart healthy age-friendly environments
  - To enable better understanding of the people with whom they are working or volunteering
  - To navigate online learning modules effectively

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**EIP on AHA Success Stories**

**EIP on AHA opportunities for small and medium-sized enterprises:**

- Healthcare organisations looking to innovate by testing digital health solutions
- SMEs Companies looking to market their innovations
- EIP on AHA is matching supply and demand