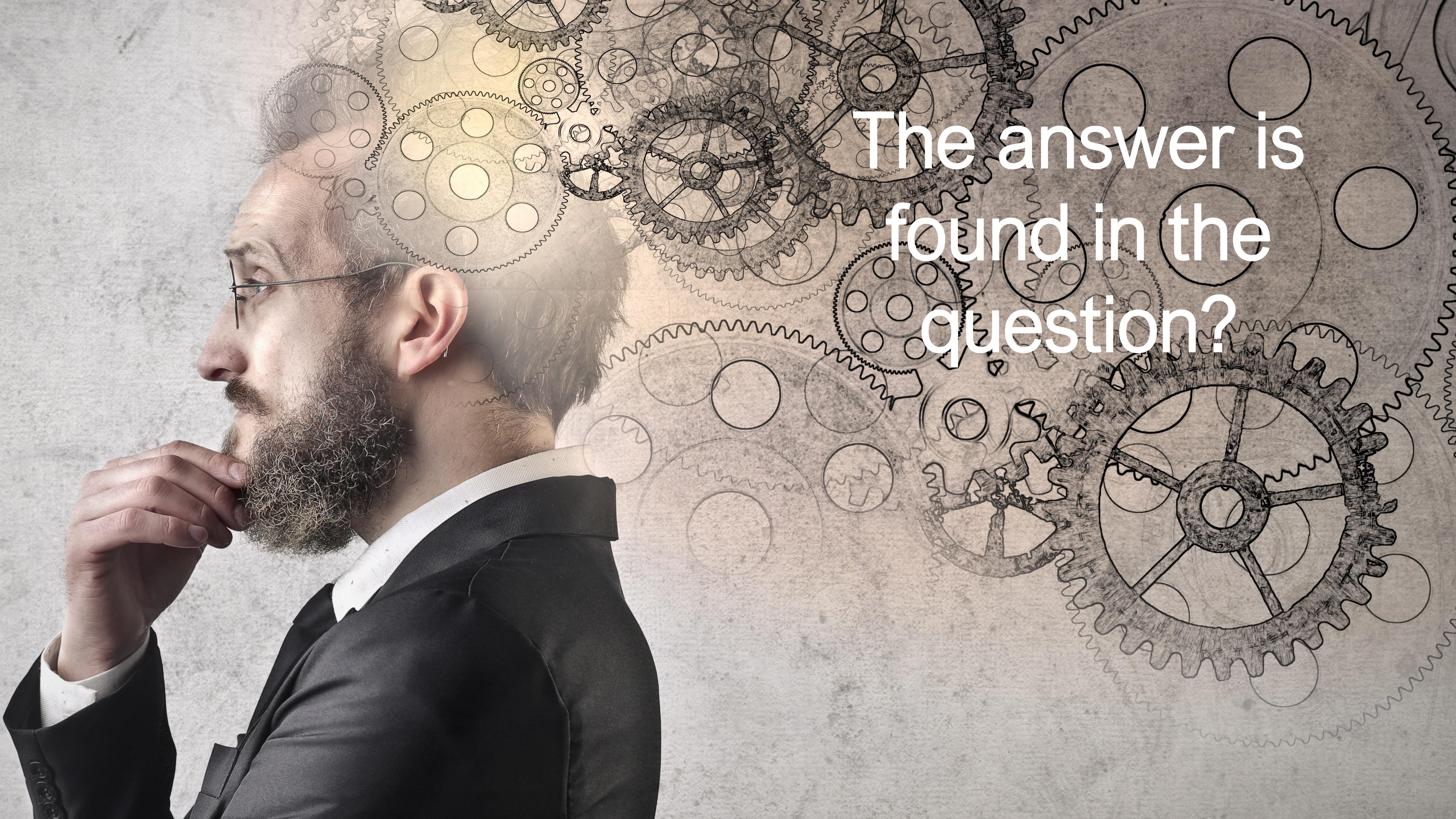


# How is redefining healthy ageing going to redefine quality of life?

Presented by:  
Colin Milner, Founder/CEO  
International Council on Active Aging



The answer is  
found in the  
question?

The secret of change is to focus **all**  
your energy, not on fighting the old,  
but on building the new.

-Socrates-

Changing the way we age,  
and the way we live.



"Past stereotypes developed in past centuries no longer hold. When a 100-year-old man finishes a marathon, as happened last year, we know that conventional conceptions of old age must change."



- WHO Director-General Margaret Chan, World Health Day 2012



# Changing the narrative on ageing was the top consumer trend in 2017

Source: Euromonitor (November 6, 2017)



# New stage of life: Active Adulthood

People in their 70s and 80s  
should be considered active adults  
and not “old.”

Sarah Harper, Director, Oxford Institute of Ageing

If we are changing our perceptions, when is “old age?”

It's mostly about losing independence: 79% of survey respondents said people have reached old age when they can no longer live on their own.

Source: American Society on Aging, The West Health Institute/NORC Survey on Aging in America, 2017

# The reality

Nearly 8 in 10 people aged 70+ say they can live independently and accomplish daily tasks without assistance from caregivers or community resources.

Source: The United States of Aging Survey, 2012

Question: What happens when a population **does not see themselves as old** (85% of people 40-90), and they seek to embrace their potential?

Source: AARP 2013, Attitudes of aging

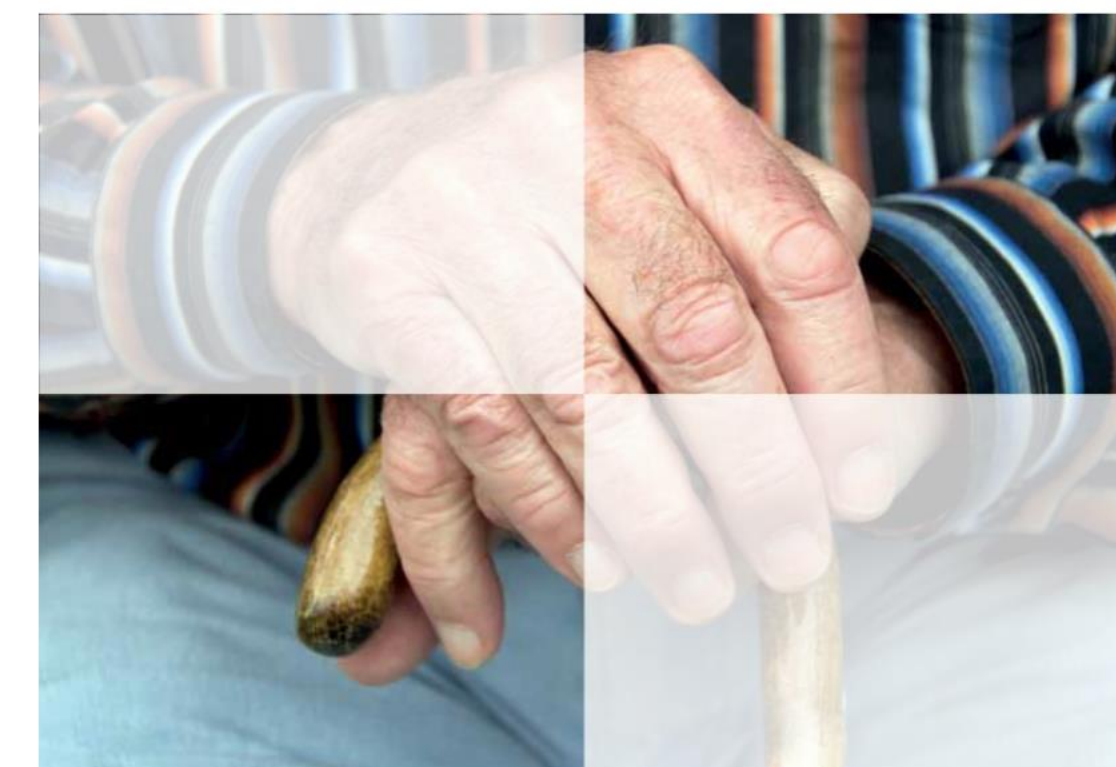


# New models and offerings

“Our **current models** have fallen short in addressing both challenges and opportunities presented by this shift.

Governments and organizations need new implementable models to address the accompanying wave of change”.

Source: Global Population Ageing: Peril or Promise. World Economic Forum.



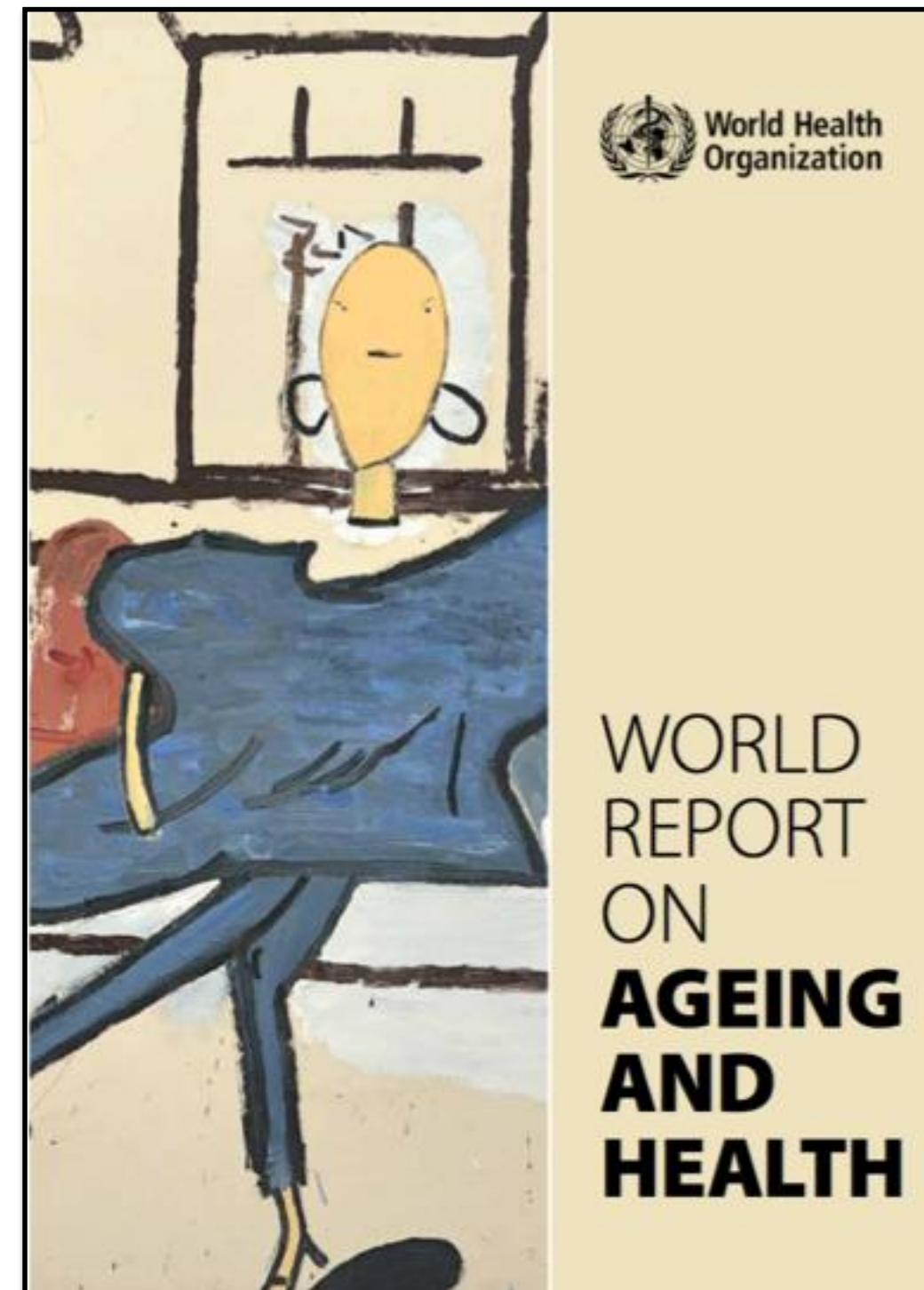
# A global framework for active ageing?

Active ageing promotes the vision of all individuals--  
regardless of age, socioeconomic status or health--  
**fully engaging in life** within all dimensions of  
wellness.

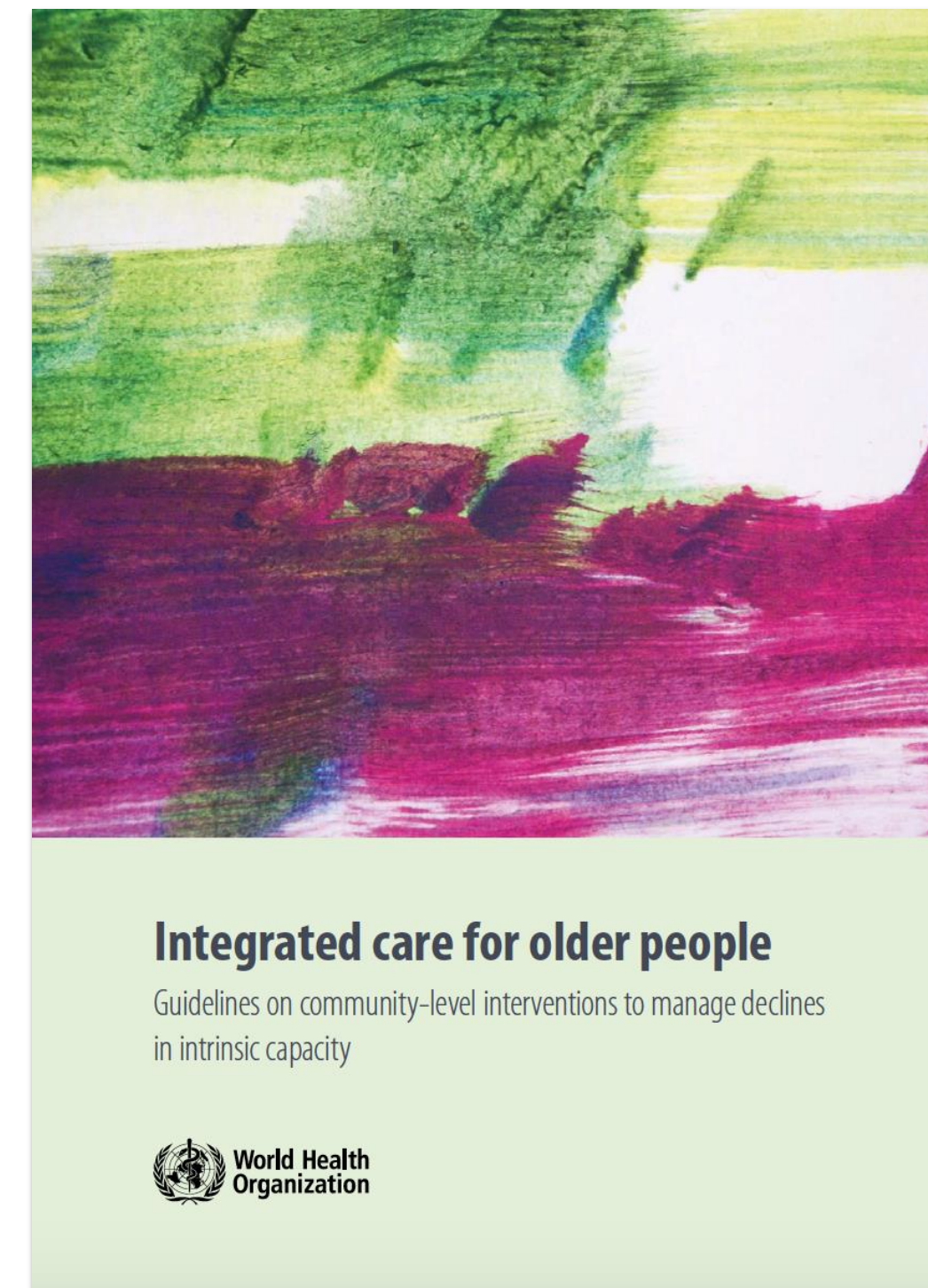
Source: International Council on Active Aging

# A global response: A new model for healthy ageing

## What is the definition of healthy ageing?

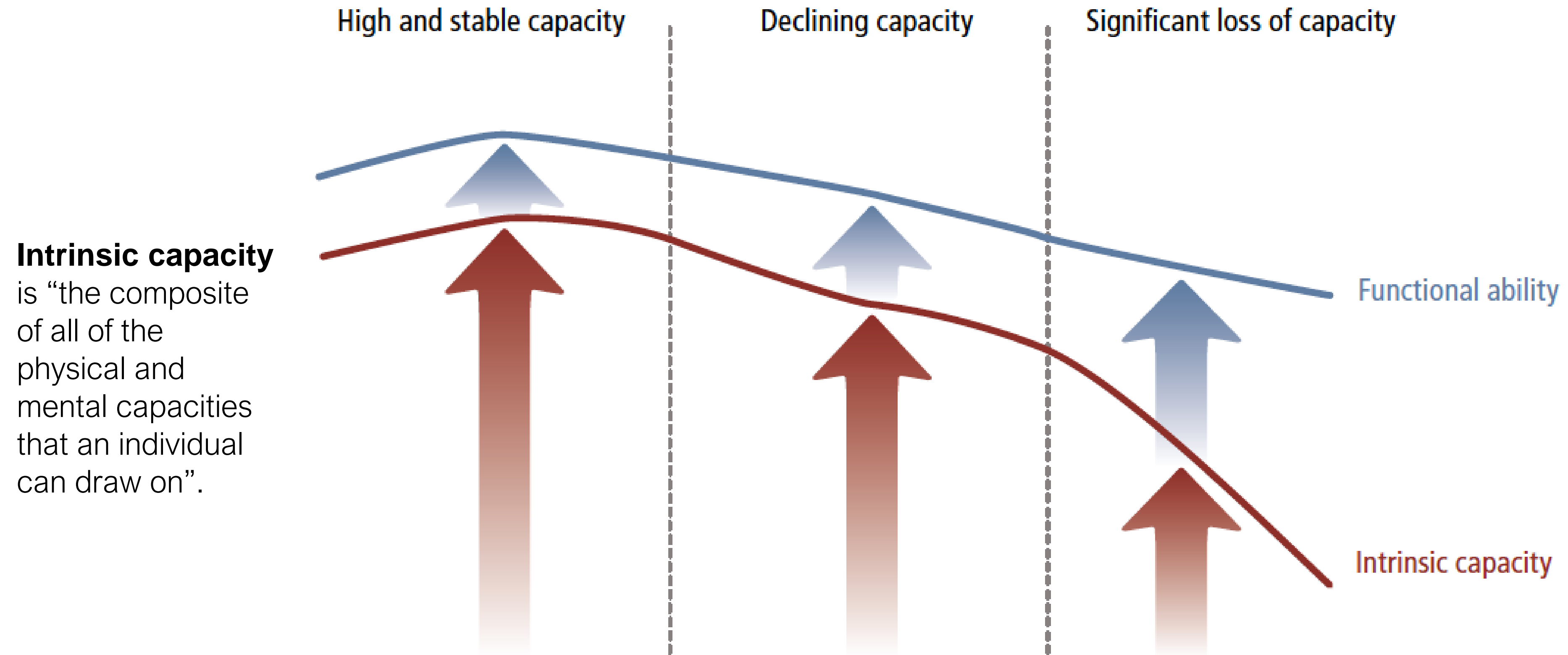


2015



2017

# Functional abilities and Intrinsic capacity



*Intrinsic capacity and functional ability do not remain constant but decline with age as a result of underlying diseases and the aging process.*

# Function

Physical

Cognitive

Social



Athletic



Fit



Independent



Frail



Dependent



Levels of function

**When, and how often do you  
assess functional abilities  
across the life course?**



Is this the future?



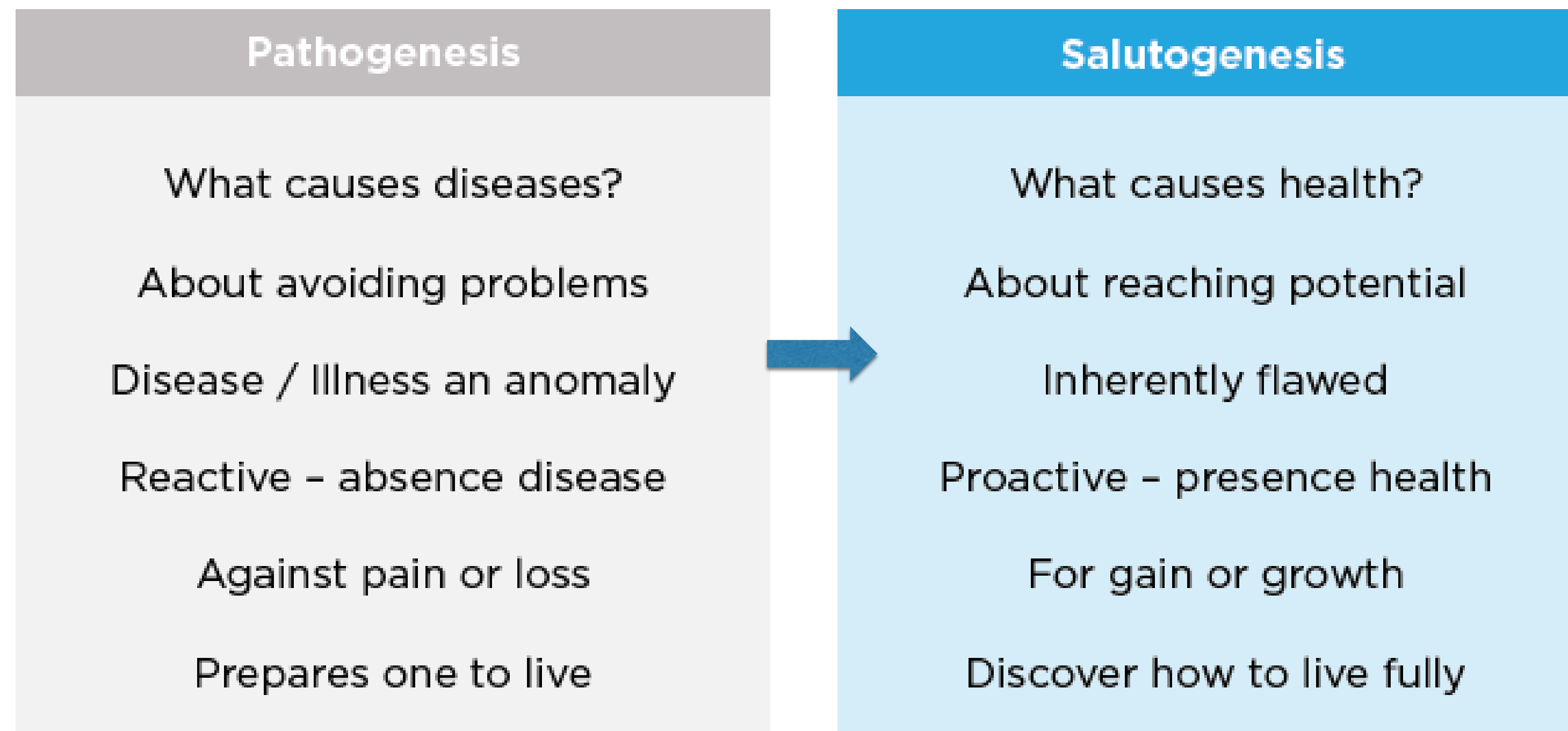
# A thought to ponder

As we shift from defining healthy ageing as the absence of disease, to the metric of functional ability, how will your offerings change?

**Rethink, Redevelop,  
Rebuild, Rebrand, and  
Reeducate, with  
a new end in sight**

Age friendly healthcare is about  
becoming a student of your  
customers/patients **shifting** wants,  
needs, **aspirations, and**  
**expectations.**

# An expanded focus



Source: Ogilvy and Mather: The Wellness Movement

Wellness emphasizes a multi-dimensional approach to a **person centered model**.



Wellness **is** an active process through which people become aware of, and make choices towards, a more successful existence.

Where to start?

With the person?

# Personalized health and wellness solutions

Scientists confirm that people do actually age differently and at different rates



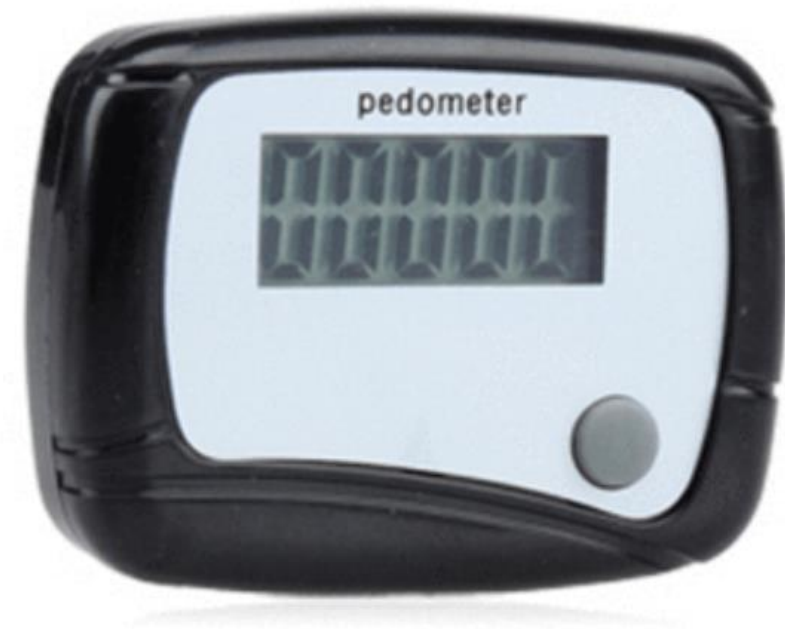
Source: Quantification of biological aging in young adults. PNAS:vol. 112 no. 30. Daniel W. Belsky, E4104–E4110, doi: 10.1073/pnas.1506264112



# Genomics

# Wearable 3.0

Watching pattern over a longer period of time, not a snap shot



Wearables 1.0

**Pedometers**



Wearables 2.0

**Activity trackers**



Wearables 3.0 **+ AI**

**Measure what your body is doing internally:** real time glucose measurements, blood pressure, heart rate variability, functional nutrition, measures of inflammation, and sleep quality.

# SMART



**The question is:** *Are you ready for this?*

Will this be one of the driver for healthcare's  
next model?

How will you respond?

A tale of two  
people

4 key areas for today:

Physical

Emotional

Cognitive/Intellectual

Social

# Emotional wellness



**Life balance**

# Depression speeds up brain ageing

First study that provides comprehensive evidence for the effect of depression on decline in overall cognitive function (also referred to as cognitive state), in a general population.

Researchers conducted a robust systematic review of 34 longitudinal studies, with the focus on the link between depression or anxiety and decline in cognitive function over time. Evidence from more than 71,000 participants was combined and reviewed.

Source: The Journal Psychological Medicine, Thursday 24 May 2018

# Mindfulness



# Cognitive wellness

Losing memory is the biggest ageing concern  
among those in their 60s and 70s.

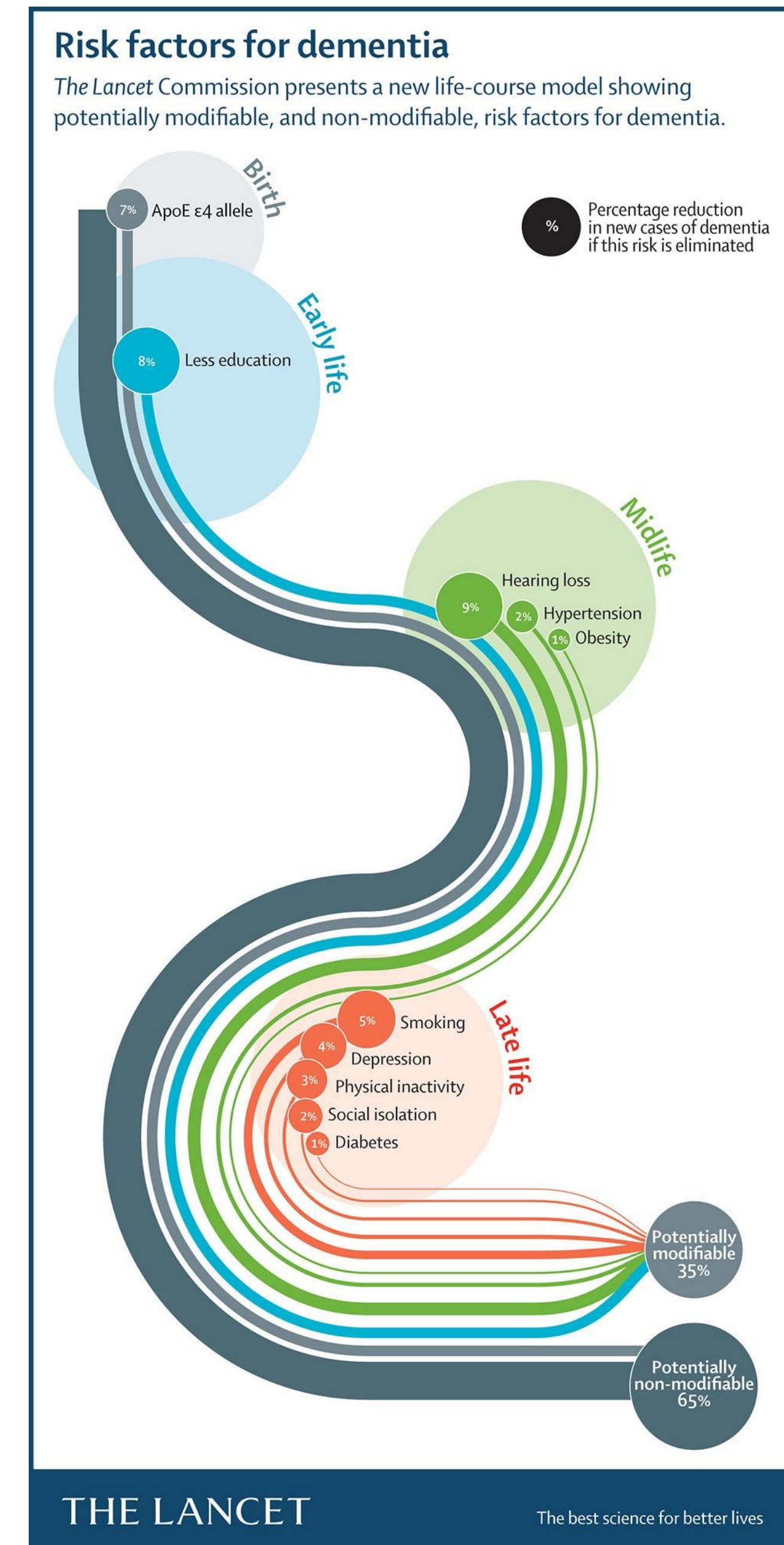
American Society on Aging The West Health Institute/NORC Survey on Aging in America

# Dementia risks: nine modifiable risk factors

**35% of dementia cases could be delayed or prevented through lifestyle changes.**

9 modifiable risk factors include: education by age 15 (early life); high blood pressure, obesity and hearing loss (mid-life); and depression, diabetes, physical inactivity, smoking and **low social contact** (in later life).

SOURCE: The Lancet Dementia Commission, July 20, 2017..Dementia prevention, intervention, and care



# A brain health strategy: allied professional implement

Cognitive function,  
Dementia & Alzheimers risk  
reduction strategies,  
mind diet,  
mental health,  
nature's Rx for mental wellness

stress management,  
relaxation techniques,  
mindfulness,  
visualization,  
positive thinking,  
resilience training.

# Parkinson's patients

Ohio Health's  
Delay the disease  
program

Rocksteady  
Boxing

Cycling

Dancing



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# Social wellness

**43% of older  
adults experience  
social isolation**



About 42.6 million American adults  
over age 45 are believed to suffer  
from **chronic loneliness**

Source: AARP.

# Thank you

Colin Milner  
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