

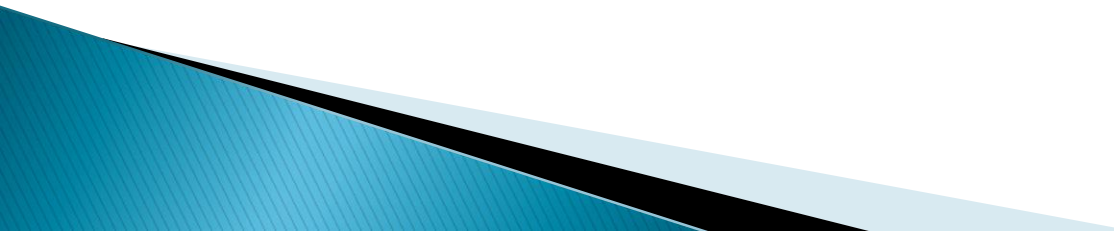
Healthcare in the context of the silver economy

Viliam Páleník

The Institute of Economic Research of Slovak Academy of Sciences

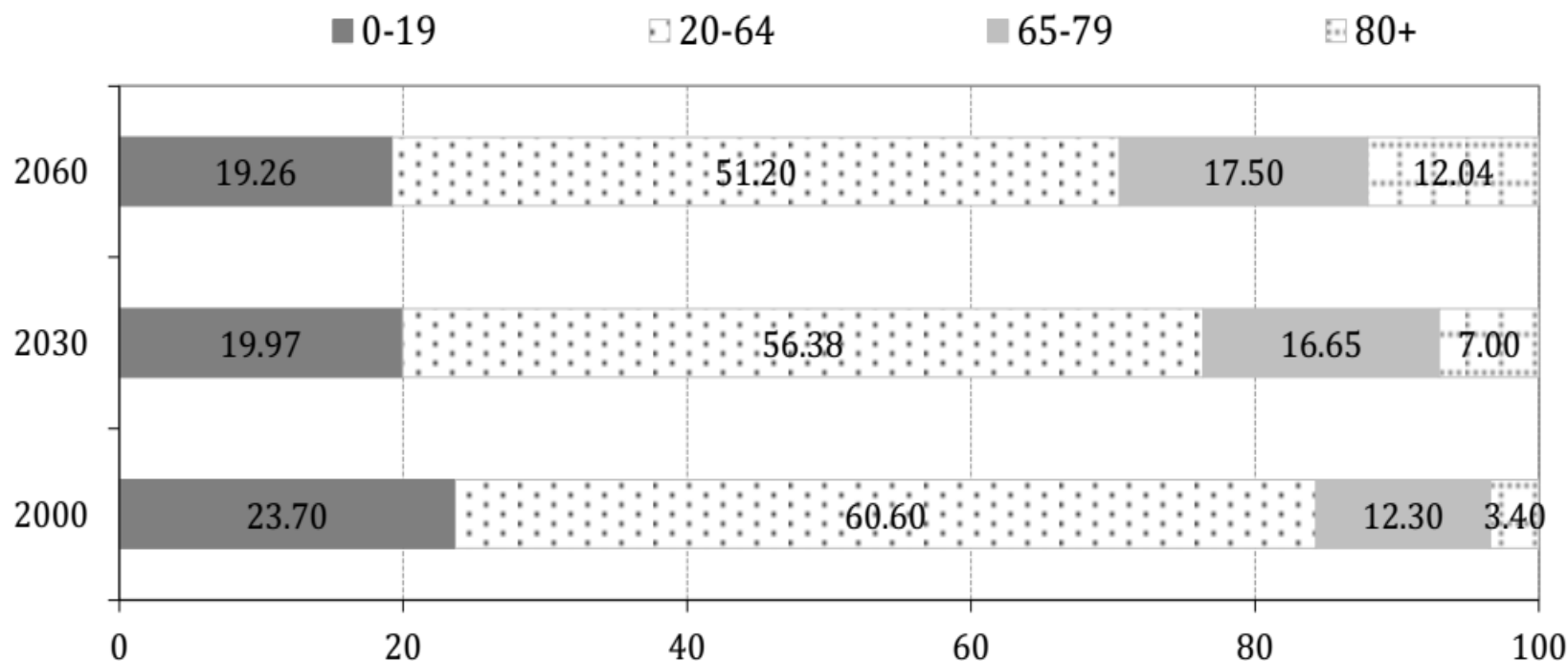
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Presentation structure

1. Population ageing
 2. Term „Silver economy“
 3. New opportunities for business sector
 4. Health care
 5. Long-term care
 6. Summary
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Population ageing

Structure of the European population according to the main age groups in 2000, 2030 and 2060 (in %)



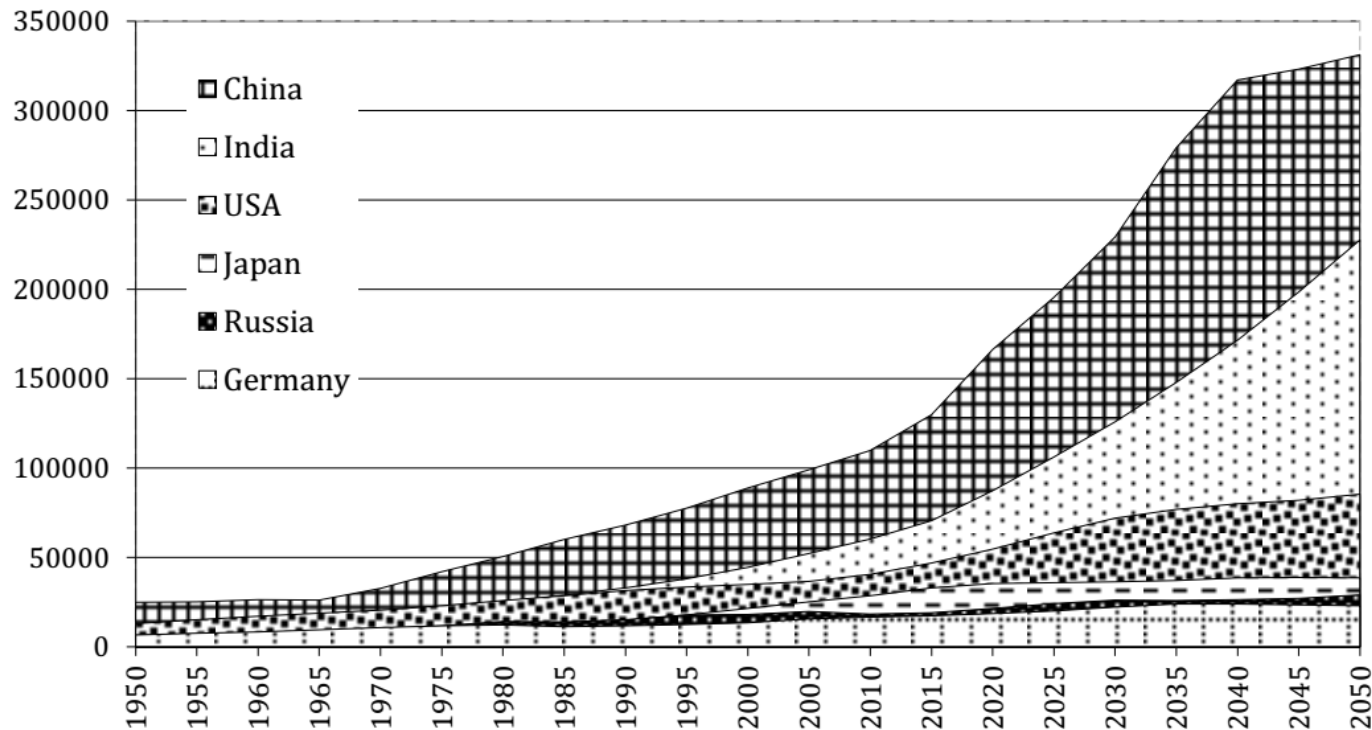
Source: The year 2000 has real figures according to the Eurostat database (demo_pjanid). Years 2030 and 2060 have figures calculated according to EUROPOP (proj_10c).

Population ageing

- ▶ Population ageing is represented by an increase in the relative number of older persons in a population and is associated with an increase in the median age of the population.
- ▶ Impact on volume and especially structure:
 - consumption
 - employment
 - production

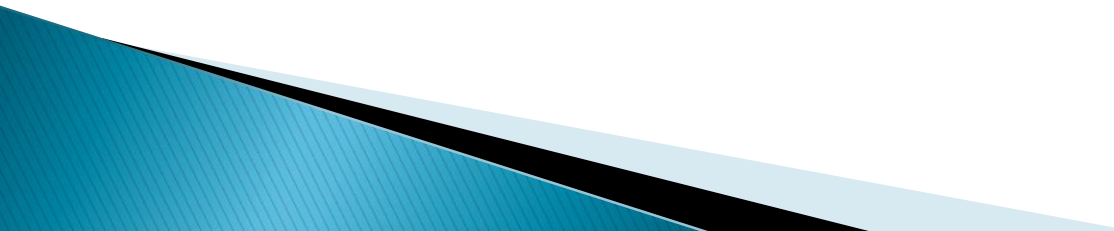
1. Population ageing

Number of people over 65 in selected countries, 1950–2050
(in thousands of people)



Source: According to the database World Population Prospects; 65+; middle variant (UN, 2014).

2. Silver economy

- ▶ An adaptation of the economy for the future needs of a growing number of elderly people. This potential is also connected with the creation of new market opportunities for the business sector.
 - ▶ These are created not only by private, but also by public expenditures associated with population ageing and specific needs of elderly people.
 - ▶ (European Commission, 2015).
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Silver economy

- ▶ People aged 50 years and over into the following three groups:
 - Young-old (people aged from 50 to 64 years),
 - Old-old (people aged from 65 to 79 years),
 - The oldest-old (people aged above 80 years)

Silver generation. It is represented by the population aged 50 years and over.

Silver market. Market with goods and services orientated towards people aged over 50 years.



Silver economy

Development of average (monthly) net income of the population according to the age groups in Slovakia (Euros, constant prices 2013, in 2005–2013)

	2005	2006	2007	2008	2009	2010	2011	2012	2013
All	418	430	458	473	486	501	504	510	514
Active	491	502	539	551	552	566	569	573	577
Young-old	439	454	476	494	524	543	552	559	560
Old-old	316	329	347	358	396	416	421	436	447
Oldest-old	302	315	335	342	372	384	379	384	394

Source: Data proceeded from Social Insurance Agency of the Slovak Republic.

Silver economy

- ▶ Universal design:
 - It is the design of products and environments that can be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.

3. New opportunities for business sector

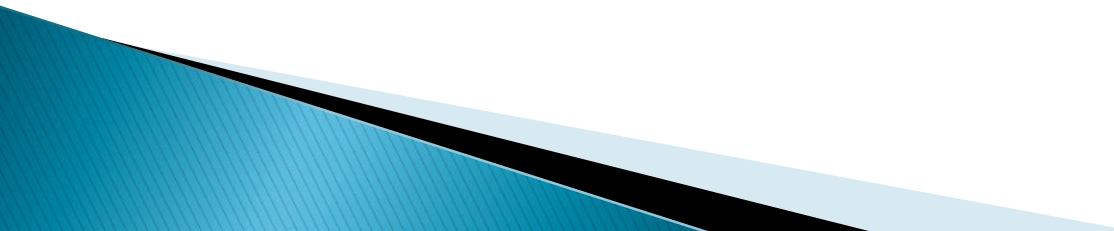
▶ Population ageing

- Threats to public finances:
 - old-age pensions
 - healthcare
 - long-term care
- Changes in volume and mainly in the structure of consumption:
 - the growth of demand for some goods and services
 - new opportunities for entrepreneurship and innovation.

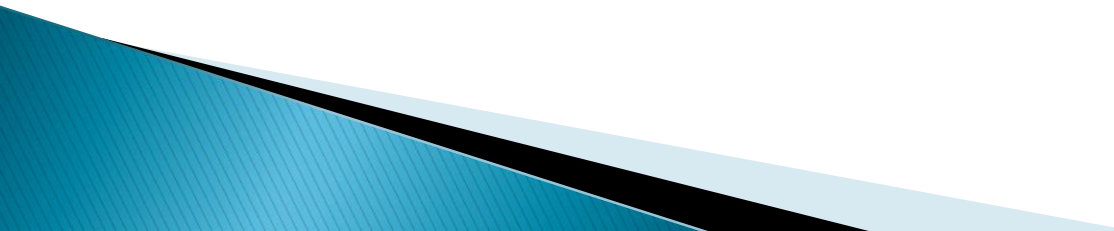
3. New opportunities for business sector

- ▶ Agriculture and food industry
 - ▶ Construction
 - ▶ Transport
 - ▶ Accommodation and catering services, entertainment and recreation
 - ▶ ICT for Health
 - ▶ Health and social assistance
 - ▶ Financial and insurance services
 - ▶ Education
 - ▶ Spa and spa tourism
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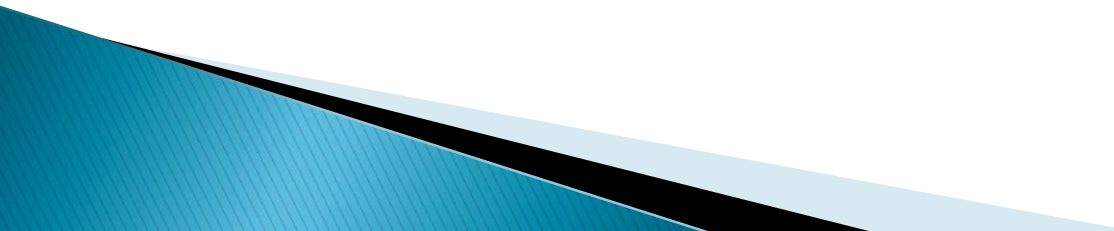
4. Health care

- ▶ Elderly are often ill
 - ▶ According to General Health Insurance Company data in 2010, the average expenditures for a person above 65 years were *three times higher* than that of one under 65 years
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Health care

- ▶ The term *telehealth* covers systems and services linking patients with care providers to assist in diagnosing and monitoring, as well as the management and empowerment of patients with long-term conditions (chronic patients). Telehealth solutions use devices (interactive audio, visual and data communication) to remotely collect and send data to a monitoring station for interpretation and to support therapy management programmes and improve patients' knowledge and behaviour.
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Health care

- ▶ ***Gerontotechnology.*** It is an interdisciplinary field of scientific research in which technology is directed towards the aspirations and opportunities for the older persons. Gerontotechnology aims at good health, full social participation and independent living up to a high age, be it research, development or design of products and services to increase the quality of life.
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5. Long-term care

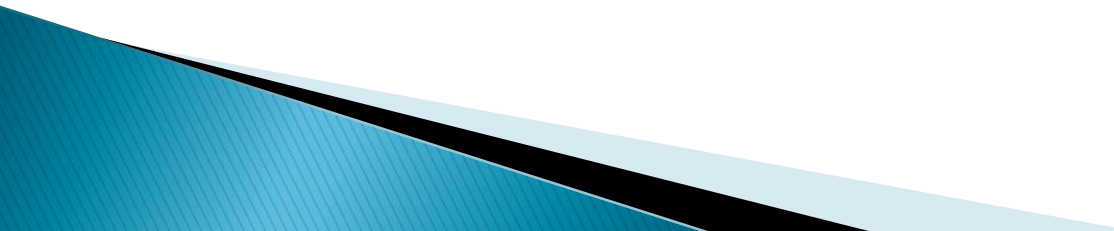
- ▶ Oldest people need more long-term care



Long-term care

- ▶ *Telecare* designs systems and services capable of social alert and social services. Telecare is used mainly to monitor the situation of people dependent on external help, e.g. elderly or disabled people in the home setting

Summary

- ▶ Aging is an unstoppable process
 - ▶ Problem for public finances
 - ▶ New opportunities for some business sector
 - ▶ Growth in demand for health services and long-term care
 - ▶ The high probability of succeeding innovations
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Thanks for your attention

Viliam Páleník

viliam.palenik@savba.sk

www.ekonom.sav.sk

PÁLENÍK, V. et al. (2015): POTENTIAL OF THE SILVER ECONOMY in an Ageing Europe dealing with an Ongoing Debt Crisis and Problems in the Labour Market. S.R.U.B.P, Serbia 136 p., ISBN 978-86-80394-00-8

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