



PRO.M.I.S.
Programma Mattone Internazionale Salute

Workshop "Strengthening tourism through an active aging tool"

Introduction
to the Italian document:
"Conceptual framework on health tourism"

26° February 2018
Bruxelles

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Background in the EIP on AHA

From a societal challenge...



Dependency rate

- From 1:4 to 1:2
- 80+ doubles by 2025



Cost of care

- Increase by 4-8 % of GDP by 2025



Human resources

- Reduction of labour work force
- Lack of 20 million units by 2020

...to a great opportunity



Empowerment

Active Ageing



New models of care

- Home care
- Integrated care
- Effectiveness



Growth and Markets

- 3000 B€ wealth
- 85 Million Consumers - and growing
- Large scale uptake of digital innovation

- Physical and social environments are key-determinants of whether people can remain healthy, independent and autonomous while they age
- The demand for innovative solutions can stimulate the economy while addressing new needs
- Urban planning & services need updates to become safe, accessible, promoting participation, respect and awareness
- Health care, social care and tourism are among the most important services for older adults

ICT products and services can be adapted to address older people needs of accessibility, special assistance and support and thus strengthen the tourist offer

The «Value Chain» for older adults



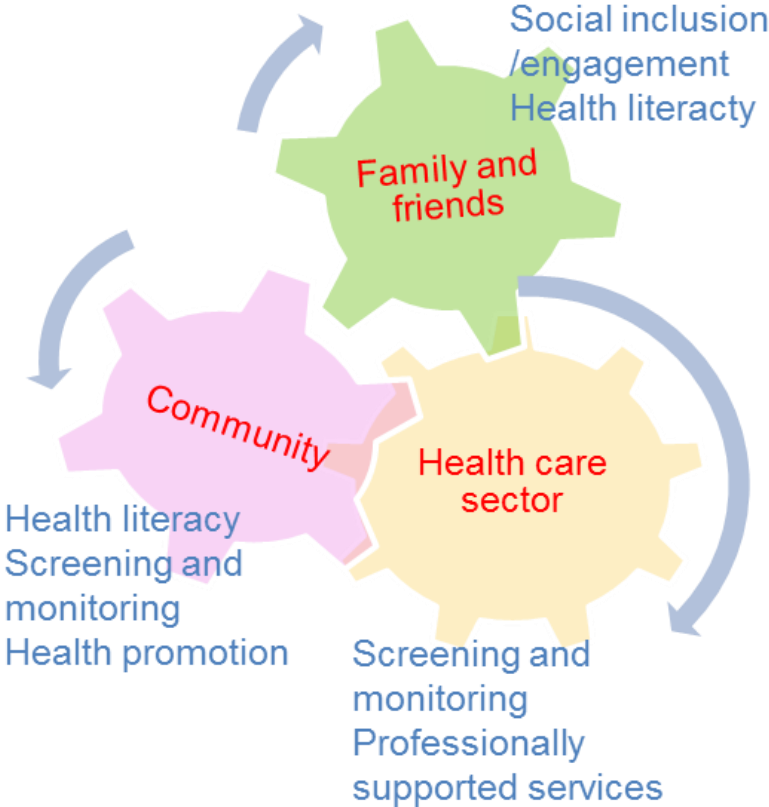
Smart Tourism

Embedding Digital Solutions

Older adults
Empowerment

Health
Services

Health promotion &
targeted offer





- Identifying the demand for health services by tourists
- Neighborhood setting: socio-spatial unit where people play, learn, work»
(Cf. WHO 1986)
- Conjugating the demand for measures aimed at improving health with tourist offer
- Designing and implementing neighborhood-related interventions in a participative manner, and allow participation by tourists

Which IT systems are needed?

A Technical Inter-regional Board on Health Tourism

- It was established in Spring 2017
- Regions involved: Basilicata, Campania, Friuli Venezia Giulia, Lombardy, Piedmont, Sardinia, Sicily, Tuscany, Veneto, autonomous province of Trento
- Objectives:
 1. to define a strategy for the integrated services
 2. to organise events, workshop and seminars
 3. to create joint actions, projects
 4. to formulate an effective action plan

Organization chart: 1 step



The document: "Conceptual framework on health tourism"



Table of content

Introduction

1. The background scenario

1.1 European context

1.2 The legal framework

2. Health Tourism: definitions

3. Mapping of tourist flows at national & international level

3.1 The data issue

3.2 A regular growing trend in Europe

3.3 The tourism flows in Europe

3.4 The tourism flows in Italy

4. Short, medium and long term development trajectories for «tourism for all»: focus on accessibility

4.1 Emerging needs in the age-friendly area

4.2 Possible developments

4.3 Development of short-term actions

5 Recommendations to support operational proposals

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OBJECTIVES



This document aims to:

- Inform the European legislative framework
- Provide a snapshot of the tourist flows at national & international level
- Outline trajectories focused on Ageing
- Provide recommendations to support operative proposals

LEGAL FRAMEWORK

European

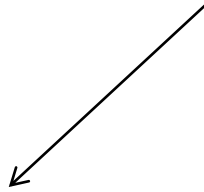
- Art 35 Charter of the Human Right
- Regulation n.1408/71
- Directive CE/2011/24
- **Community Social Security Regulations n.883 of the 29 April 2014 and n.987 of September 16, 2009**
- **Directive 2011/24/EU**

National

Decree n.38 of the 14 March 2014

DEFINITIONS

HEALTH TOURISM includes all the situations related to people who choose to travel to receive health-related services



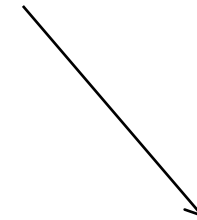
MEDICAL TOURISM

involved people travelling to access specific medical treatment and associated with curing a disease



WELLNESS TOURISM

promotes personal well-being and allows people to maintain or improve their health



SPA TOURISM

Focused on healing, beauty and relax, aiming to prevent illness and sustain health.

Healthy AGEING

People > 60 will increase by about 2ml a year and over 80 are expected to increase



**New changes
/solutions**



- Prevention
- Health promotion
- Early detection of health risk conditions
- Outpatient visits
- Diagnostic tests,
- Personalized nutrition
- Therapeutic treatments
- Housing
- Transport
- Urban spaces and built environment
- Social participation
- Civic participation and employment
- Social inclusion
- Access to social and health services
- Communication and information

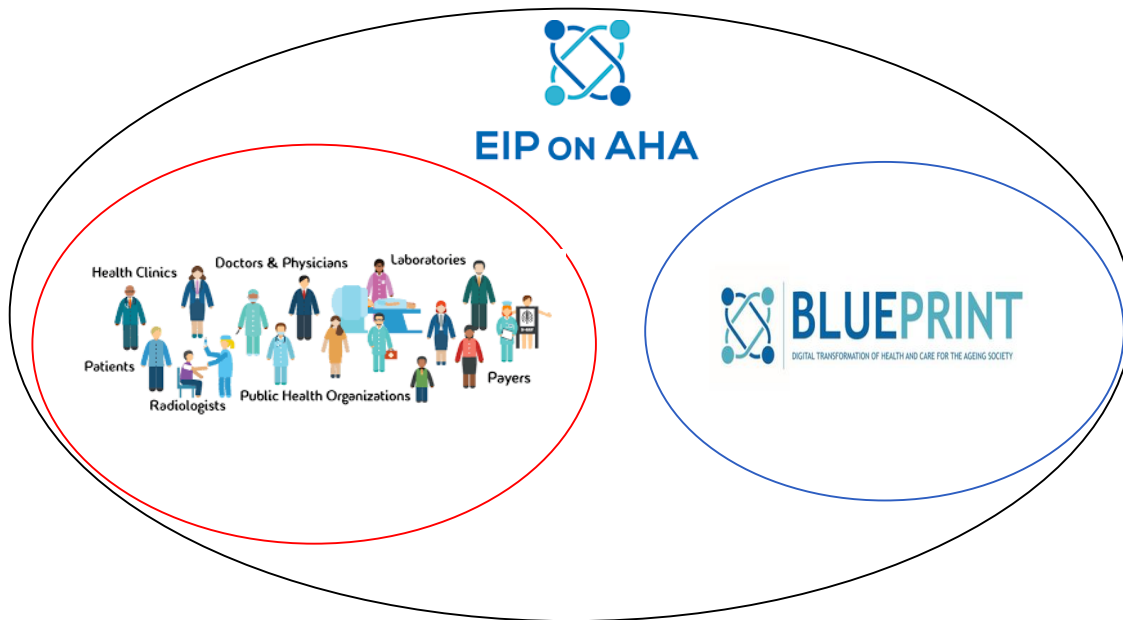
CONCLUSIONS

It is necessary to enhance an effective **collaboration** between Health and Tourism:

- ❖ to maintain and improve the quality and equity of the global Healthcare system
- ❖ to promote the economic development of tourism at national level

The Blueprint Opportunity

The Blueprint journey to make the digital transformation happen



**Connecting people
with
digital innovation**

Objective 1: "connects the dots" of a very complex EU policy landscape on digital health and care and active and healthy ageing. Create an overarching "political vision" that is aligned with the major priorities of the Juncker Commission.

Objective 2: A Blueprint will establish a "common language" based on a shared and widely recognised impact assessment framework for digital health and care innovation.

Objective 3: Inform the "direction of travel" of existing and future EU initiatives on digital health and care.

Objective 4: A Blueprint will aggregate investments and commitments towards the goals identified in the "blueprint".

A draft version of the document is now available
The final one will be finalised on march 2018



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