

Event on innovation and best practices in elderly care - Lessons, new ideas and solutions from the Netherlands and Finland

Aging population presents a wide set of problems for developed countries, and is high on the agenda in both Finland and the Netherlands. The two countries have their differences in size and population density, but the key challenge will be the same – how to ensure adequate care for the elderly with limited resources? New ways of working, increasing cooperation between the public and private sector and new innovations in both products and services is required.

Netherlands Embassy in Helsinki would like to bring together some of the stakeholders who will be in the forefront of the aging population challenge; policymakers, decision makers from municipalities and regions, doctors, life science companies and service organisations. How do Finland and the Netherlands see the situation developing? What are the current measures taken in the two countries, what are the newest solutions, and how can new innovations be encouraged and scaled out? We are creating an event where Dutch and Finnish participants can network with their counterparts in order to share best practices, learn about new innovations, and look into products and services available in both countries.

The event is free of charge, but due to limited amount of places available, please register your attendance as soon as possible, by 16 Jan 2014 at the latest.

We look forward to seeing you in January! The up-to date programme is available at

<http://finland.nlembassy.org/services/seminar---23-january-2014.html>

Draft programme

09:00 – 09:30	Breakfast, networking
09:30	Opening - Minister of Social Affairs and Health Paula Risikko , Ambassador Henk Swarttouw
09:50	A brief look into the current situation in FIN and NL
10:10	A policy case from NL - Deltaplan Dementia, Philip Scheltens
10:40	A policy case from FIN - THL, Harriet Soveri-Finne
11:10	Case 1 from NL - Buurtzorg, Jos de Blok
11:40	Case 1 from FIN (TBC)
12:10-13:10	Lunch, coffee
13:15	Case 2 from NL - private sector innovation, high tech solutions, Philips
13:45	Case 2 from FIN - same as above from a start-up point of view, VIVAGO
14:15	What does the future hold? - Alf Rehn
14:45	Panel discussion – is the future really this bleak? Q&A. Elke den Ouden from T/Ue to chair
15:30	Closing
15:50	Coffee, networking
16:30	End of event