

Ageing in the Ruhr-Area: A Challenge and Opportunity for the Health Industry

Dr. Josef Hilbert

Institute Work and Technology

Privatdozent at the Medical Faculty of the Ruhr-
University Bochum

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Basic information on demography in the Ruhr

- Ruhr population will shrink from 5.3 mio (2005) to 4.8 mio. (2025) = - 500,000
- In parallel: numbers of 60-79 years old will grow from 1.15 to 1.2 mio = + 60,000
- Numbers of 80+ will increase even stronger: from 240,000 to 380,000 = + 145,000
- Elderly in need of nursing care will grow from 160,000 (2003) to 210,000 (2020) = +32,2%
- = until 2020 the Ruhr will need ca. 15,000 additional nursing places

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Health and Ageing in the Ruhr Area: The Results of the AFC-Focus-Group

Interviews

Advantages:

- High standard of medical services
- High degree of availability
- Relatively high degree of cost-coverage

Challenges:

- Too many faces to the single patient
- High efforts to meet the top specialist
- Bottleneck-Problems in public transport systems

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Health and Ageing in the Ruhr Area: problems as seen by public health research

- Health status of elderly in the Ruhr area is below German average
- Good acute intervention services, but more focus on treatment of chronic diseases needed
- Low degree of transmutal integration between hospitals, out-patient-services, rehabilitation and care providers
- Prevention needs more emphasis
- Support-measures for living at home in old age need elaboration and diversification

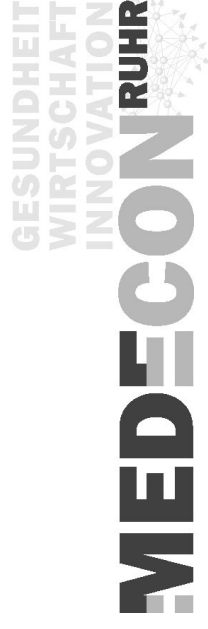
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The Ruhr Area: Piloting new approaches for better health in old age results in economic benefits for the region

- Better health services will contribute to increase willingness to stay in the Ruhr-Area in age
- Good solutions to health problems are a basis for international competitiveness of health products and services.

The Ruhr has started initiatives to both health and wealth

- MedEcon-Ruhr – a joint initiative of Ruhr Cities and health business firms go for developing quality and innovation
- NRW initiative „Silver Economy“ engages in age-adequate housing, reducing health risks, initiating cultural activities and making elderly more self-confident



Unterstützt durch:



Europäischer Fonds
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Selected Examples of Projects and Initiatives

- Integrated health service networks for cancer and cardiac diseases
- Bridge-building between acute intervention and rehabilitation
- High-tech for better health: intelligent flats, telehealth monitoring
- Flat-sharing communities for (older) people with dementia
- Barrier-free flats
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**Many Thanks
for your attention!**

For inquiries see:

www.gesundheitswirtschaft.info/

www.iat.eu

www.seniorenwirt.de

<http://www.silvereconomy-europe.org>