

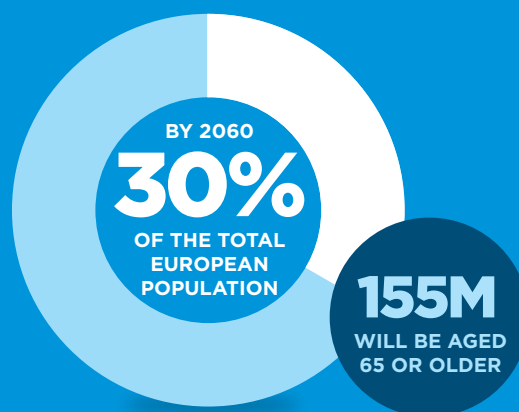
# Relationship-Based Home Care: A Sustainable Solution For Europe's Elder Care Crisis

**Europeans Are Living Longer,  
Leading to an Increased Demand for Care**

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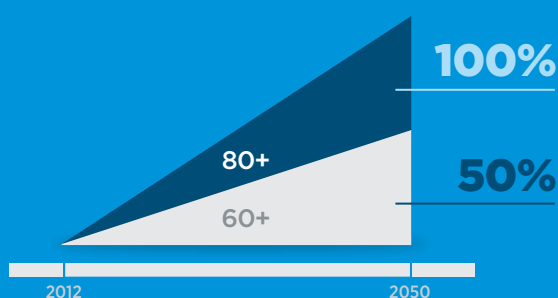
The European population  
is the oldest  
it has ever been.<sup>1</sup>

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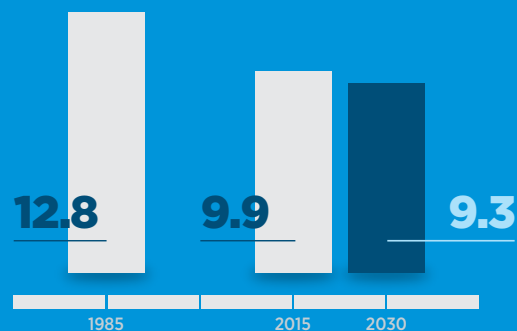
Life expectancy across Europe  
continues to increase.

PROJECTED SENIOR POPULATION  
INCREASE<sup>2,3</sup>



The number of younger people  
in Europe is steadily declining.

AVERAGE BIRTH RATE PER 1000 PERSONS  
PER YEAR IN THE EU<sup>4,5</sup>



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EUROPEANS:  
80+ LONG-TERM  
CARE NEEDS  
INCREASE<sup>6</sup>

**3x**

over next  
50 years

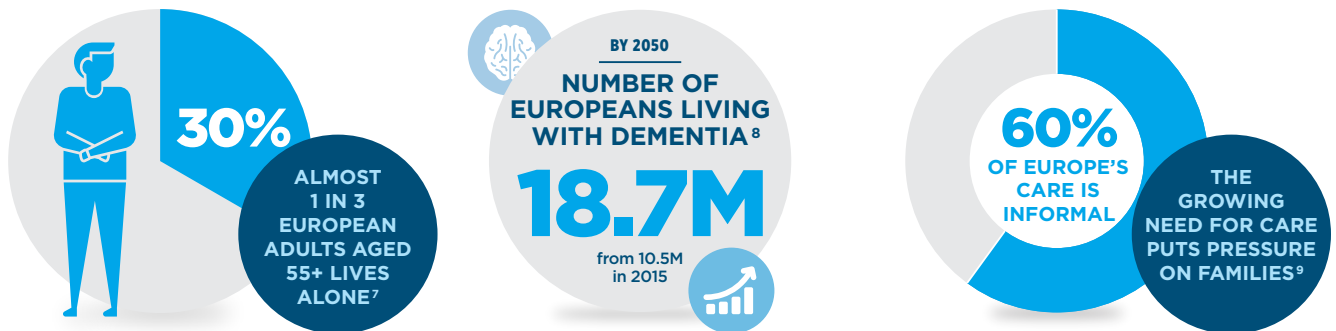


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More seniors are living with  
disabilities and chronic  
conditions that affect their  
care needs as they age.

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## THE AGEING OF THE POPULATION IS CREATING NEW AND COMPLEX CHALLENGES FOR EUROPE

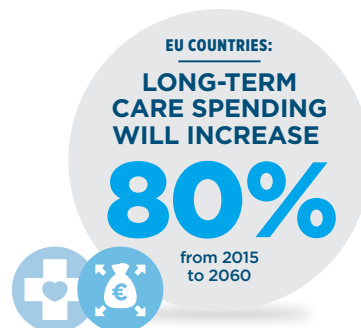


Europe faces a shortfall  
of qualified carers.



By 2060, there could be as few as one potential carer  
for 51 persons aged 80 and older.<sup>10</sup>

Spending on long-term care  
is skyrocketing.<sup>11</sup>



## Relationship-Based Home Care Delivers on Europe's Promise of High-Quality Care

Relationship-based home care is an innovative type of care organized around the needs of the care recipient, rather than the completion of a predefined set of tasks.

Relationship-based home care:

- is person-centred
- supports families and family carers
- recognizes evolving needs
- is outcomes-based

“

*My parents have been married for 57 years and could not imagine growing old in a nursing home. I live in London and visit my parents in Switzerland often, but I cannot care for them fulltime. I am so grateful for their attentive caregiver; she's practically a member of the family!”*

Family caregiver from England

“

*Continuity of care is a major challenge for older adults and their families. It is emotionally draining and disorienting to constantly have a new person in your home who doesn't know you and doesn't know your needs, your likes and dislikes, or your daily routine.”*

Rick Greene  
Executive Director, International Alliance  
of Carer Organizations

## BENEFITS OF RELATIONSHIP-BASED HOME CARE

### CARE ECOSYSTEM



Reduced Health  
and Social Care  
Costs



Better  
Coordination  
Across the  
Care Team

### SOCIETY



Increased  
Employment  
Opportunities



Greater Job  
Satisfaction and  
Retention of  
Professional Carers



Increased Gender  
Equity

### INDIVIDUALS



Enhanced Emotional  
Well-Being



Greater Trust  
and Comfort  
in Caregiving



Better Care for  
People Living  
With Dementia



Greater  
Flexibility and Peace  
of Mind for Families

**We Urge Policy-Makers and Influencers  
to Expand Europe's Capacity to Care by Integrating  
Relationship-Based Home Care in the Care Ecosystem**

**BUILD** a body of evidence  
that quantifies the value of  
relationship-based home care,  
and make it a standard offering  
within the care ecosystem.



support  
outcomes-based  
research

establish person-  
centred, outcomes-  
driven care standards



make relationship-  
based home care  
a central part of  
the care ecosystem

**MAKE** a highly skilled  
caregiving workforce the heart  
of the solution.



promote caregiving  
as a career  
opportunity

provide professional  
training and establish  
training standards



invest in current and  
future workforce

**INVEST** in high-quality care  
as a solution for people living  
with Alzheimer's disease and  
other forms of dementia.



recognize the value  
of Alzheimer's care  
in the home

promote continuity  
of care for Alzheimer's  
patients



increase investments  
in care commensurate  
with investments in  
biomedical research

**The time to act is now.**

## GLOBAL COALITION ON AGING

The Global Coalition on Aging aims to reshape how global leaders approach and prepare for the 21st century's profound shift in population ageing. GCOA uniquely brings together leading global corporations across industry sectors with common strategic interests in ageing populations, a com-

prehensive and systemic understanding of ageing, and an optimistic view of its impact. Through research, public policy analysis, advocacy and communication, GCOA shapes the dialogue and advances solutions to ensure ageing is a path to health, productivity and economic growth.

## SOURCES

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