

## **The Impact of Innovation Across Technology, Health, Care and Urban Design for Super Ageing Societies**

**A Joint Global Expert Meeting convened by GCOA and HGPI**

2 November 2018 (Friday)

International House of Japan  
5-11-16 Roppongi, Minato-ku, Tokyo

### **EXPERT MEETING OBJECTIVES**

As the world's oldest nation, Japan is the first to face major challenges due to demographic ageing and the trends are expected to continue until 2042 according to the MHLW. Japan is currently facing tough choices as this shift in society threatens the sustainability of its vaunted universal health system. The future health care system requires a paradigm shift and policy support that would allow Japan to ensure that the Japanese people can keep enjoying longer, healthier, and productive lives and to maintain its long-standing position as a global leader in scientific innovation.

To advance this mission, GCOA and HGPI aim to achieve the following objectives during our November 2 Expert Meeting:

1. **Advance the conversation on driving innovation** across four core topics related to super ageing societies: (1) Health Innovation for Age Friendly Communities, (2) 21<sup>st</sup> Century Health Policy for Super Ageing Societies, (3) Financing Super Ageing Societies, and (4) Partnerships for an Age Friendly World.
2. **Bring together a unique set of stakeholders across diverse sectors of society** to support spending on health as an investment in the light of 21<sup>st</sup> century longevity; innovation in pharmaceuticals, remote care technology and home care as core components of healthy and active ageing; and incentives aligned to healthier ageing to improve outcomes and reduce costs.
3. **Achieve consensus on necessary actions** to ensure super ageing societies have opportunities for sustained health, engagement, and productivity through innovative approaches to health, care, technology and urban design:
  - Policy reforms enabling innovation for healthier and more active ageing
  - Role of Japan as the first super ageing society and model for how to achieve healthy longevity
  - Willingness to invest today in order to reduce costs tomorrow

Recommendations from the meeting will be summarized in a report and will serve to inform the Japanese and global leaders who will be advancing ageing innovation priorities across Japan and globally in the coming years.

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### **AGENDA**

*Our Expert Meeting will be conducted in a **moderated roundtable format** and encourages open conversation among all participants. Sessions 1, 2 and 3 will be informed by brief (no more than 5 minutes) presentations from “thought starters” to set the scene and provide context for each topic. Thought starters may wish to share no more than 3 slides during the start of each session. Following the scene-setting presentations, facilitators will guide the discussion among all participants. The closing session will be a facilitated discussion aimed at summarizing outcomes, validating consensus, and defining next steps.*

*Simultaneous translation will be provided.*

**13.00-13.30 Arrivals and Networking**

**13.30-13.35 Welcome Remarks**

**Kiyoshi Kurokawa**, Chairman, Health and Global Policy Institute (HGPI)

*Dr. Kurokawa will welcome guests and set the stage by presenting the economic and social challenges of Japan’s super ageing society and describe areas of opportunity for smarter investments, innovation and cost containment.*

**13.35-13.50 Introductions**

#### **Meeting Facilitators:**

**Michael W. Hodin**, CEO, Global Coalition on Aging

**Ryoji Noritake**, CEO, Board Member, HGPI

*The meeting’s facilitators will lay out the meeting’s goals, set the parameters for the day’s proceedings, and lead introductions around the table. Each participant will briefly introduce himself/herself and respond in 30 seconds or less to the fundamental question: From your perspective, what is one critical success factor that will define “innovation for super ageing societies”?*

**13.50-14.05 Keynote Remarks: Japan's Super Ageing Society Today and Tomorrow**

**Keisuke Suzuki**, State Minister of Finance, Government of Japan  
**Nicholas Hill**, Economic Minister Counselor, U.S. Embassy Tokyo

*Senior representatives from the Japanese and US governments will address the challenges and future opportunities for Japan's super ageing society and steps that Japan is taking to mitigate the risks associated with being the world's oldest country. The Speakers will connect the dots between the value of innovation in the health sector and a healthier, more active ageing that contributes to economic growth.*

**14.05-14.55 Session 1: Health Innovation for Age Friendly Communities**

*This session will explore the integration of urban design, technology, and care models to improve health for older people and will present best practices from age-friendly cities around the world, with the goal of understanding the requirements for innovation that will help enable economic growth in super ageing societies.*

**Thought Starters:**

**Kazumi Nishikawa**, Commerce and Service Industry Policy Group; Director, Healthcare Industries Division, METI  
*Outcomes of METI's Well Ageing Society Summit*

**Gail Kohn**, Age-friendly DC Coordinator, City of Washington, DC  
*Ageing and cities: A case study in age-friendly planning and design for America's capital*

**Paul McGarry**, Head, Greater Manchester Ageing Hub, Greater Manchester Combined Authority  
*Creating a network of age-friendly employers to lead age-friendly cities*

**Kenji Shuto, MD**, Vice Governor, Kanagawa Prefecture  
*Incubating innovation: A case study in collaboration for policy, health, and technology solutions for Japan's super ageing society*

**Marco Ivancic**, International Operations Lead, Home Instead Senior Care  
*Home care: A 21<sup>st</sup> century innovation for prevention, independence and happiness*

**14.55-15.05 Health Break**

**15.05-15.15**      **Ambassador's Remarks: The Leadership Imperative to Achieve Sustainable Ageing Societies**

**Pekka Orpana**, Ambassador-designate of Finland to Japan

*The Finnish Ambassador to Japan will address national and global leadership opportunities to ensure that rapidly ageing economies are prepared to combat the negative effects of the ageing megatrend while maximizing the potential of older societies through new and innovative approaches. To achieve success will require cross-sector, cross-discipline, and cross-geography partnerships.*

**15.15-16.05**      **Session 2: 21<sup>st</sup> Century Health Policy for Super Ageing Societies**

*The ageing of society brings about new health challenges, including the onslaught of noncommunicable diseases (NCDs) and dementia. Policies must adapt to address these challenges that were manageable before this current age of unprecedented longevity. This session will explore the importance of public policy in driving prevention strategies, innovative medicines, healthy lifestyles, and new approaches to long term care.*

**Thought Starters:**

**Masami Sakoi**, Director, Medical Economics Division, MHLW  
*Japanese health policy and the super ageing society*

**Brian Toohey**, Senior Vice President of International Advocacy, PhRMA and  
**Patrik Jonsson**, President, Eli Lilly Japan and Chairman of Japan Based  
Executive Committee, PhRMA  
*Enablers of innovation to drive quality and efficiency for super ageing and NCDs:  
Global and local perspectives*

**David P. Ryan**, GM, Health Sector Internet of Things Group, Intel  
*Remote care as a 21<sup>st</sup> century healthcare standard*

**Dr. Hiroaoki Miyata**, Professor, Keio University  
*Policies for prevention and new approaches to long term care*

**16.05-16.55**

**Session 3: Financing Super Ageing Societies**

*Policymakers, regulators, global institutions, industry, and individuals will all need to make investments in the health, prevention, and engagement of super ageing societies in order to create a path to economic security and fiscal sustainability. This session will explore innovative financing mechanisms built for 100-year lives, taking the best from the market and regulatory environment.*

**Thought Starters:**

**Dr. Kazumasa Oguro**, Professor, Faculty of Economics, Hosei University

*Fiscal sustainability in a super ageing society*

**Akihisa Harada, M.D., Ph.D.**, President & Representative Director, Pfizer Japan Inc.

*Prevention as a tool for cost-savings across super ageing societies*

**Takaoh Miyagawa**, Senior Leader, Corporate Management, AEGON Sony Life Insurance Co., Ltd.

*Encouraging personal responsibility in the new paradigm for saving and work*

**16.55-17.15**

**Closing Session: Partnerships for an Age Friendly World**

*Japan's super ageing challenges are not unique, but they are more advanced than in other societies around the world. This closing session will clarify areas of consensus and lay out a strategy for global alignment on the topics discussed during this expert meeting. As the G20, WHO, and OECD are all pursuing ageing strategies in the coming years, now is critical tipping point for global collaboration and for Japan's leadership. Meeting hosts will seek input from all participants as they summarize key takeaways and recommendations for the Expert Commission for Super Ageing Society and Japan as it takes leadership of the G20.*

**17.15-18.45**

**Cocktail Reception**

*All participants are invited for networking and continued conversation over cocktails and light hors d'oeuvres.*

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