

# Business Leadership in the Decade of Healthy Ageing

COMPENDIUM OF BEST  
PRACTICES ACROSS  
THE PRIVATE SECTOR

2022



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REPORTING AND ANALYSIS ON  
THE SILVER ECONOMY

What age do you expect to live?

60 or under 0.7%  
60-70 4.2%  
70-80 13.4%  
80-90 35.9%  
90-100 32.4%  
100+ 13.4%



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# Introduction

Our aging population is one the great opportunities facing the world today. For the first time in history, there are more than one billion people aged sixty or older, representing nearly 14% of the global population.<sup>1</sup> That number will double to more than two billion by 2050.<sup>2</sup> Today, the majority of the conversation on aging is focused on rising costs and pressure on our healthcare system. However, with the help of innovation across a variety of sectors we can shift the role the aging population plays. There is a growing need to restructure health systems from the 20<sup>th</sup> century acute, sick care model to a predict and prevent model of healthcare. As people live longer, there is an opportunity to incorporate the skills, knowledge, and expertise from this aging demographic into a range of settings. To achieve this, we must better understand shifting markets and develop services to meet the needs of our global aging society. The recent COVID-19 pandemic has further emphasized the need for change as older populations were disproportionately impacted due to the higher risks associated with age.



To address this huge mega trend, and the profound opportunity of aging, the World Health Organization (WHO) and the United Nations (UN) have both proclaimed 2021-2030 as the **Decade of Healthy Ageing**.<sup>3</sup> The Decade aims to bring together governments, private sector, media, and civil society, including of course older adults themselves, to foster longer, healthier, and more fulfilled lives. “The UN General Assembly declared 2021-2030 the UN Decade of Healthy Ageing because we need to change not only what we do but how we think about aging itself if we are going to add life to years,” said Etienne Krug, Director of Social Determinants of Health, WHO. “There are leaders across diverse sectors already innovating to increase health and wellbeing in older age, which affects how we live, work, engage with community and family and socially connect everywhere. This will be a decade of concerted global action to ensure everyone can lead a long and healthy life.”<sup>4</sup>

The Decade addresses **four areas for action**:

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<b>Age Friendly Environments:</b>	Change how we think, feel, and act towards age and aging.
<b>Combating Ageism:</b>	Ensure that communities foster the abilities of older people.
<b>Integrated Care:</b>	Deliver person-centered integrated care and primary health services responsive to older people.
<b>Long Term Care:</b>	Provide access to long-term care for older people who need it.

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**The Global Coalition on Aging (GCOA)** brings together a highly influential group of companies across healthcare, pharmaceuticals, technological innovation, financial services, home care, and retail to work together on strategies that address the challenges and opportunities of global aging. GCOA works with our network to raise awareness, shape action, and realize the goals of the UN Decade of Healthy Ageing. We have built a platform to enable partnership and collaboration, to foster more opportunities, strengthen actions, and accelerate growth. Through their products, services, workforces, and community engagements, our members continue to experiment, innovate, and create solutions to healthy aging. Through this compendium, we are highlighting the progress our members and partner organizations have made in alignment with the Decade of Healthy Ageing goals, serving as our baseline for our progress to date. We hope this work will inspire partnership models and foster greater opportunities for innovation.



# GCOA Leadership

## GCOA Executive Leadership

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**Michael W. Hodin**  
CEO

**Melissa Gong Mitchell**  
Executive Director

**Susan Wile Schwarz**  
Director of  
Communications

**Mario Ottiglio**  
President, Europe

## GCOA Advisory Council

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**John Beard,**  
**Advisory Council Chair**  
Former Director, Ageing  
and Life Course,  
World Health Organization

**Esko Aho**  
Chairman of the Board, East  
Office of Finnish Industries,  
and Former Prime Minister  
of Finland

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**CPsychol, PsSI**  
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Perdana University School  
of Occupational Therapy

**Ninie Wang**  
Founder and CEO,  
Pinetree Care Group



# Entering the Decade of Healthy Ageing





## Accelerating Partnership & Collaboration | The Silver Economy Forum

For the last three years, GCOA has brought together experts across sectors to discuss key priorities, innovations, and sustainable solutions for older adults. The forum serves as a platform for governments, businesses, NGOs, and academia to discuss rich topics such as innovation for longer lives, boosting financial resilience as we age, the role of employers in an aging society, women's health, digital health and the new paradigm for advancement in Alzheimer's and Dementia.

GCOA teamed with the Government of Finland to present the first-ever global conference of government and business leaders focused solely on the business of aging in 2019 and held a virtual Silver Economy Forum based in China in 2020.



Now in 2022, GCOA held the [Silver Economy Forum](#) over two days in Dublin, Geneva, New York and the United Nations to discuss new ideas for investing in the Silver Economy. The forum consisted of over 14 panels supplemented with numerous keynotes and fireside chats with c-suite executives and government officials. The 2022 Silver Economy Forum featured a roundtable discussion at the United Nations where private-sector businesses, civil society, and governments shared their efforts to prioritize the Decade of Healthy Ageing across society.

## Five Powerful ideas for capturing the value of the silver economy:

1.

Reimagining aging requires a societal shift, led by global institutions, government, business, and individual commitments to ending ageist stereotypes.

2.

All employers have a role in reframing the workplace to fully leverage the contributions of all five generations working together.

3.

Harnessing the full potential of the Silver Economy relies heavily on transforming healthcare systems to focus on wellness and prevention.

4.

Elder caregiving is a critical component of the healthy aging continuum with the potential to fuel the Silver Economy.

5.

The Silver Economy will thrive and scale through dedicated attention to a hospitable marketplace that supports innovation.





# Reframing Financial Wellbeing

GCOA members in the financial sector are leading the global shift in how businesses and families think about and plan for retirement and are helping society completely reimagine the concept of the aging workforce. Together, sector-leading efforts by Aegon and Bank of America will better support workers who may want to work longer, if differently, as they age and provide the guidance and support needed to ensure financial wellness for families and caregivers managing health conditions over a lengthy time horizon.

Bank of America has developed several programs to cultivate, support, and maintain longevity fitness, focusing on the financial life journey, for both employees and clients. Bank of America has six ongoing programs: a specially trained Longevity Advisor Force, new tools and resources for clients including Life Plan and Financial Wellness Tracker launched in 2020, forums for discussion on longevity and related issues, financial education for clients, tools specifically for financial planning related to parenting and caregiving, and employer partnerships.

*“We at Bank of America have leveraged that research to change the framework and how we actually serve individual clients. So, think about this. We have 15 thousand financial advisors working with individuals every single day. We have had them go through a longevity training program to be better prepared to understand, not only the seven life priorities in that framework, but particularly as you age, the types of concerns. Protecting against elder abuse, by the way, financial abuse, right, and be on the lookout for those types of things, that’s really important, and I am hoping that all financial institutions will do the same.”*

**Lorna Sabbia**, Head of Retirement & Personal Wealth Solutions Bank of America

Population aging along with the growth of innovation and flexible labor markets are having a significant impact on the workforce and retirement planning. The coronavirus pandemic and economic downturn are intensifying retirement security risk, resulting in an increasing need for long-term care services and retirement planning. Aegon has been an active player across longevity, population aging and retirement planning. [The Aegon Retirement Readiness Survey<sup>5</sup>](#) is one of the largest of its kind worldwide, and aims to highlight vulnerable groups, country reports, and articles.<sup>6</sup> In the 2020

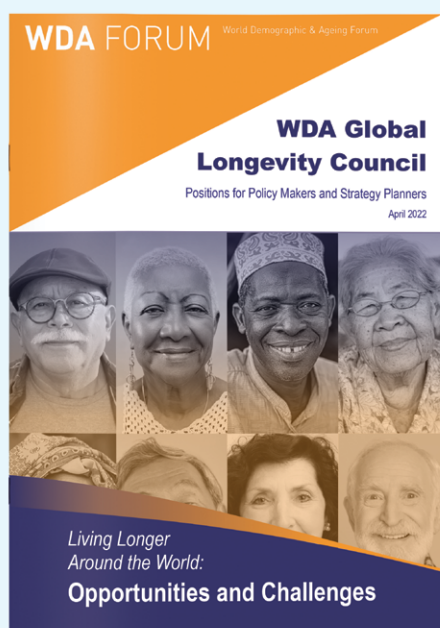
*Aegon Retirement Readiness Survey, The New Social Contract: Age-Friendly Employers*, the report not only explores whether employers are doing enough for their employees' financial security, it also examines how helping employees can be mutually beneficial.<sup>7</sup> The report provides seven actionable solutions employers can achieve with support from policymakers, industry, and individuals.





## Aging Policy & Strategy Development | World Demographic & Ageing Forum

In April of 2022, **Global Coalition on Aging (GCOA)**, in partnership with the **Permanent Missions of Chile and the Republic of the Philippines, United Nations Department of Economic and Social Affairs (UNDESA)**, and the **World Demographic & Ageing Forum (WDA Forum) Global Longevity Council**, hosted an official side event of the 55<sup>th</sup> Session of the Commission on Population and Development at the United Nations in New York to launch “Living Longer Around the World: Opportunities and Challenges,” a new report authored by the WDA Forum Global Longevity Council. The report offers positions for policy makers and strategy planners based on age demographics to 2035 for 31 countries representing all levels of economic development, 70% of the global population, and 76% of global GDP.



# Workforce

*“When we talk about innovation, we cannot forget the role of the health workforce and therefore the opportunities we have to innovate in the way we organize services and the delivery of care.*

*Unfortunately, this sector is still characterized by significant understaffing, low pay, long working hours and low societal recognition.”*

**Francesca Colombo**, Head of Health Division, OECD

Many older people want to continue to pursue work after “retirement age,” and that is positive from a health perspective, although work in the future may be, according to former Deloitte Consulting Senior Partner and author of *Work Disrupted: Opportunity, Resilience, and Growth in the Accelerated Future of Work*, “a career without a job.”

Ageism exists in many areas of society from healthcare institutions to the workplace, in communities, and even online. The WHO recently reported that among older people, ageism is associated with poorer physical and mental health, increased social isolation and loneliness, greater financial insecurity, decreased quality of life, and premature death. An estimated 6.3 million cases of depression globally are estimated to be attributable to ageism.<sup>8</sup> There has been a major shift in how older people contribute to society and workplaces, but views and attitudes toward older

people are seldom challenged. Stereotypes and discrimination toward people based on their age is a threat to the long-term economy. The Decade for Healthy Ageing calls for ageism to be addressed in all policies, programs, and practices.

Employers are increasingly seeing the need to establish benefits for an increasingly aging workforce, in particular, to help support caregiving for loved ones. As part of its Employer Partnerships program, Bank of America is providing employees with caregiving consultations, subsidies for caregivers, and providing forums for discussion within its Networks for Parents and Caregivers and Disability Advocacy Network – and then extending their best practices and programs to employer clients to reach five million employees. Bank of America is making it easier for people to prepare for their own aging, as well as to care for their aging family members.

*“Working together—policymakers, industry, employers, and individuals—we can design more inclusive, equitable systems that address the ever-changing retirement landscape, and in a way that provides greater flexibility and security for people to work and retire on their own terms.”*

**Catherine Collinson**, CEO and president of Transamerica Institute® and TCRS

Transamerica Institute envisions an age-friendly world in which people of all ages can thrive. Through its research, educational content, and outreach activities, it casts a bright light on areas where transformational change is required. Transamerica Institute is now in its 22<sup>nd</sup> year of the [Annual Transamerica Retirement Survey](#), which explores attitudes, beliefs, and behaviors surrounding healthy aging and retirement among the workforce and general population. It also examines employers, employer benefits, and business practices.

They are also part of a multi-year project dedicated to raising awareness among employers about the value of experienced employees who seek to extend their working lives beyond the traditional retirement age and to educate and assist employers in implementing age-friendly business practices that address the needs of a multi-generational workforce. In addition, Transamerica Institute has created a cookbook series and podcast to help explore issues related to health and wellness.

# Care & Caregiving

Today, our world faces an urgent challenge: providing care to the rapidly growing population of older adults in countries and communities everywhere. Conventional care approaches are struggling to keep up with this demographic shift. In Europe, there could be as little as one potential caregiver for fifty-one people aged 80 and older by 2060—while the care needs of Europeans 80+ will triple over the next 50 years. Care is moving from the hospital into the home through digital technologies and innovation. Both Bank of America and Home Instead are finding innovative ways to approach caregiving.

Caregiving is a major source of expense Americans must plan for. The average family caregiver spends about \$7,200 a year on household, medical and other costs related to caring for a loved one.<sup>9</sup> They also perform financial work for their loved ones, handling bills,

taxes, insurance, and more. Bank of America, for instance, has launched a trio of online programs designed to help customers achieve three pillars of financial wellness: education, planning, and assessment. The company has designed many tools and resources to help educate and promote financial planning around healthcare and caregiving. [Bank of America's Better Money Habits](#) platform offers free financial education content and tools for people at all life stages. In addition, the site's Life Plan and the Financial Wellness Tracker are designed, respectively, to help Americans set and track near- and long-term goals and assess their overall financial wellness—creating personal action plans in the process.

In addition to financial challenges surrounding care, quality of care for older adults is struggling to keep pace with the demand for care globally. There is a need for high-quality, acces-



sible, and safe caregiving solutions across the globe. In 2021, Home Instead and the Global Coalition on Aging released a report, *Building the Caregiving Workforce Our Aging World Needs*.<sup>10</sup> The report documents the growing demand for home care and the shortage of caregivers and offers practical solutions to help transform the caregiving profession into a robust, respected, thriving workforce on the scale needed to serve the world's aging population. One of the key insights from this report highlights the importance of the rela-

tionship between the client and the caregiver. Care is inherently personal—rooted in human interactions and emotions. Home Instead “relationship-based care” approach is proven to enhance emotional well-being, build trust and comfort, and even reduce the need for medical interventions. This model in turn helps to reduce costs for families, health systems, and societies—offering a more sustainable model for the future.





# Alzheimer's Disease & Dementia

*“Tell me the mental model that you have of someone with Alzheimer’s disease. And if I ask you to do that right now, in your mind, you probably have the picture of an elderly woman in a rocking chair in a long-term care facility, or a nursing home, or maybe being cared for by her daughter, grand-daughter or niece. But in reality, that is not the Alzheimer’s disease that we need to treat. We actually need to treat a disease that happens twenty years before that.”*

**Phyllis Barkman-Ferrell**, Global Head, External Engagement, Alzheimer's Disease and Neurodegeneration, Eli Lilly & Company; Healthsystem Preparedness Program Lead, Davos Alzheimer’s Collaborative

Alzheimer’s disease is one of the greatest challenges that the Decade of Healthy Ageing must tackle. Increasing age is the single greatest non-modifiable risk factor for the diseases that cause dementia, the most common being Alzheimer’s disease. As our global population continues to age, the number of people with dementia and those at the greatest risk for developing dementia will continue to grow.

The World Health Organization reports that around 55 million people have dementia across the globe, with over 60 percent living in low- and middle-income countries. “As the proportion of older people in the population is increasing in nearly every country, this number is expected to rise to 78 million in 2030 and 139 million in 2050.”<sup>11</sup>

Roche is committed to transforming how Alzheimer's disease is detected, diagnosed, and treated in partnership with the Alzheimer's community. The company currently has four different investigational medicines in clinical development designed to target Alzheimer's disease at its various stages. A confirmatory amyloid diagnostic test (CSF), is now available in Europe, and future tests to support early detection and timely AD diagnosis are in development. In collaboration with the AD patient community, Roche created a guidebook that provides guidance on fit-for-purpose tactics for obtaining and implementing people with AD (PWA) and care partners (CPs) insights into the design and execution of AD trials. Roche is currently conducting a research study in collaboration with Alzheimer's Disease International (ADI) and the University of Westminster to explore the experience of care partners of people living with Alzheimer's disease in Brazil, South Africa, the UK, and the US. In the area of health policy, Roche collaborates with third-party stakeholders and multistakeholder consortia, including the Davos Alzheimer's Collaborative, to advocate for policies that will enable broad and equitable access to diagnosis, treatment, and care for all people living with the disease. In addition, Roche is a founding industry member of [Our Future Health \(OFH\)](#), a UK-based initiative that will recruit, collect, and link multiple sources of health information, including genomic data, and biological samples from 5 million volunteers across the UK. OFH's ability to collect and analyze data

will create the ability to discover and validate novel targets, biomarkers, and endpoints in the development of new diagnostic tests and therapies for numerous diseases, such as Alzheimer's disease.

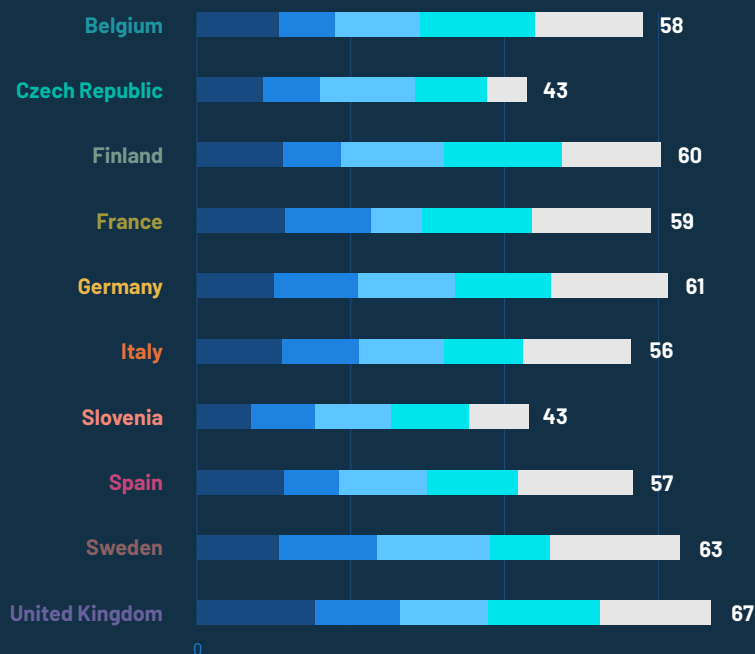
Biogen in collaboration with ADI and the GCOA published the [2021 Alzheimer's Innovation Readiness Index](#).<sup>12</sup> Alzheimer's Disease International estimates that globally over sixty-five million people will be full-time informal care for those living with dementia by 2030.<sup>13</sup> This Index examines country-level progress across five categories critical to boosting initiatives at the national level, while also providing a brief overview of European initiatives and efforts. This work will help decision-makers better understand the impact of these diseases, stimulate discussion about the best approaches to dealing with this crisis, and help secure and sustain funding to implement effective programs and initiatives related to Alzheimer's disease and other dementias.

Financial mistakes, such as forgetting to pay bills or trouble managing savings, may be an early sign of Alzheimer disease, according to the researchers behind a 2021 US study that analyzed more than 81,000 older people living alone.<sup>14</sup> Even in the earliest stages of Alzheimer's disease, most people face challenges with managing their financial affairs. This increases the burden on financial planning for families. Through strategic partnerships, Bank of America identified powerful insights and

ideas that impact strategic business goals, as well societal change. These include actionable actions such as tools specifically for financial planning related to caregiving, resources for clients including the life plan and financial wellness tracker, and a specially trained longevity advisor force. In addition, the bank helps with symposiums, awareness campaigns, and communications for caregivers.

GCOA continues to support advancements in clinical trials and enrollment in clinical trials. Earlier detection and diagnosis is a key focus areas that requires more action to help ensure adequate participation from people with Alzheimer's in clinical trials. Eli Lilly's Phase II clinical trial of its Alzheimer's treatment, donanemab, is an example of a groundbreaking advancement. Lilly's donanemab received U.S. FDA's Breakthrough Therapy designation for the treatment of Alzheimer's disease in 2021.

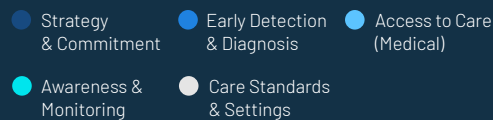
Overall Scores with Category Contributions



### Alzheimer's Innovation Readiness Index

22nd November 2021

In 2021, Alzheimer's Disease International (ADI) in collaboration with the GCOA evaluated the progress of 10 European countries on how they are addressing Alzheimer's disease. The countries are evaluated across five categories (Strategy & Commitment, Early Detection & Diagnosis, Access to Care (Medical), Awareness & Monitoring, and Care Standards & Settings), which are key in critically assessing their national performance of dementia innovation readiness.





## Shifting the Healthcare Framework Through innovation

In the 80s and 90s, the HIV epidemic was seen as a death sentence. Antiviral therapy developed in the mid-1990s was a significant turning point but still involved patients taking up to twenty-five pills a day. Through innovation, people living with HIV/AIDs now only need to take one daily pill, and have a lifespan comparable to those without the disease. The HIV/AIDs epidemic took over 40 years to come to a preventative model, however, after 1.5 years into the Covid-19 pandemic, multiple vaccines exist.<sup>15</sup> This signals the importance of creating environments conducive to innovation. Gilead Sciences has been a leader in the development of antiretroviral therapy (Remdesivir) for HIV/AID for over a decade. Recognizing the shift in care model, Gilead has put in place innovative programs and partnerships to focus on prevention strategies rather than the 20<sup>th</sup>-century acute care model.

*“Innovation is a long process. Yet, when we look at it over time, it can look like a breakthrough.”*

**James Class**, Executive Director of Policy at Gilead Sciences.



# Adult Immunization

GCOA members have been engaged in efforts to support the broader uptake of vaccines for older adults since its founding. As widespread childhood immunization was one of the great public health achievements of the 20<sup>th</sup> century, so too should be widespread immunization for adults, particularly older adults, in the 21<sup>st</sup> century. Recognizing that such a shift will require changes at every level of society, GCOA members are contributing to the research and public and provider education needed to support such changes.

GSK is investing in research and development of vaccines against infectious diseases in adults 50+ years old. As we age our body's natural ability to fight infection diminishes, increasing our risk of falling ill and of experiencing severe illness. GSK's current portfolio for older adults includes vaccines against diseases like whooping cough, shingles, and influenza.

In the US, Sanofi has championed equitable access to vaccines as a crucial factor in older adults' health, including conducting a study on flu vaccine uptake in older adults and advocating for greater access to more effective vaccines that better protect older adults. Sanofi also supported a roundtable in Canada on caregiving and vaccines and subsequent communications campaign, in partnership with

Canadian stakeholders from across caregiving, patient groups, and academia. The roundtable and communications campaign, which included an infographic and social media cards, collectively highlight the important role that vaccinating caregivers plays in protecting not just caregivers themselves, but vulnerable older adults, and the Canadian health system. The communications campaign also highlighted the different influenza vaccines available and the added protection of the high-dose vaccine for older adults.

Pfizer, through its Global Medical Grants program, has advanced groundbreaking ethnographic and mixed-method research to better understand the unique drivers of vaccine hesitancy in different settings. The VALUE Project, which was funded by Pfizer Global Medical Grants, aims to identify data-driven interventions that will enable broader uptake of vaccines among older adults, and therefore contribute to healthier aging for populations.

# Bone Health

Experts project that half a billion people will soon be living with osteoporosis, which weakens their bones and increases the risk of fragility fractures. Every 3 seconds, an older adult suffers a fracture, resulting in an estimated 9 million fractures globally every year.<sup>16</sup> More importantly, we know that individuals who sustain fragility fractures are a readily identifiable group at high imminent risk of sustaining second and subsequent fractures.

The number of people suffering from both a first and second fracture due to osteoporosis will rise because of our increased longevity. The United Nations predicts that by 2050, the global population aged 60 years and older will double to 1.5 billion, and the number aged 80+ is expected to triple to 426 million.<sup>17</sup>

Treating osteoporosis and preventing secondary fractures through the effective deployment of Fracture Liaison Services (FLS) can help decrease the human and economic burdens of secondary fractures. To address the increasing importance of bone health, GCOA and its members are working to integrate prevention, treatment, and rehabilitation of fragility fractures into care for older adults.

For nearly 20 years, Amgen and UCB have worked together to research, develop, and market biologic products for the treatment of osteoporosis. At the center of this collaboration is a commitment to elevate osteoporosis as a chronic debilitating disease with the aim

of improving post-fracture management in healthcare systems and increasing diagnosis and treatment of underlying osteoporosis.

The Global Coalition on Aging (GCOA) convened its *Bone Health Initiative* (BHI) in 2022 to address the importance of bone health on the global public health agenda. By bringing together a partnership of leading scientists, clinicians, policy experts, advocates, and business leaders with expertise from across osteoporosis, aging, and public health, the BHI is leveraging the UN Decade of Healthy Ageing as a unique opportunity to emphasize the importance of bone health through the healthy aging lens and place bone health as a priority on the WHO's agenda.

Through communications, education, and advocacy, the BHI focuses on aligning policy change and healthcare practices in line with 21st-century healthy aging realities to ensure the highest quality of life possible for those with or at risk of osteoporosis and, at the same time, reduce the costly impact of osteoporosis and fragility fractures on our health systems.

This has led to the creation of white papers, advocacy efforts for updated language around osteoporosis and fragility as well as an integrated care working group leveraging ICOPE (Integrated Care for Older People).

*“From oncology and cardiovascular disease to osteoporosis and Alzheimer’s, our personal healthier aging and health systems’ fiscal sustainability both depend on transforming from the acute care sickness model to the predict-and-prevent healthy aging model.”*

**Ms. My Linh Kha**, Senior Vice President & General Manager, Japan Asia-Pacific (JAPAC), Amgen



# Vision Health



While more than 73% of people with vision loss are older adults<sup>18</sup> over 90% of vision impairment worldwide is, in fact, avoidable<sup>19</sup> highlighting a tremendous opportunity for change, starting with ageist assumptions that vision loss is just a normal part of aging. In fact, vision loss is associated with a decrease in functional ability, social isolation, loneliness, and un- or under-employment. GCOA and its members have been at the forefront of a global effort to change the narrative on healthy vision as we age, supporting policy action for a life course of healthy vision for all.

GCOA members Novartis and Roche have led multipronged efforts to drive greater policy attention to and action on vision health. Novartis has collaborated with GCOA to bring together experts and leading stakeholders in both aging and vision to collectively reframe the public and policy conversation about healthy vision as we age, from developing

white papers and issue briefs, to hosting expert roundtables in the U.S. and Europe, to bringing United Nations Ambassadors together for an unforgettable evening of Dine in the Dark at UN Headquarters in New York.

With the support of Roche, GCOA created and launched the first-ever *International Vision Health Scorecard*,<sup>20</sup> a report that systematically examined how fifteen countries worldwide are supporting innovation and improvements in vision monitoring and the prevention, diagnosis, treatment, and care of those with vision loss. The Scorecard provides a tool for stakeholders to draw attention to the growing need for a life course of healthy vision worldwide and the policy levers required to improve vision care quality and access.



## How innovation Policies plays a role in a Super Aging Society | Japan Case Study

Last year, GCOA in partnership with the Health and Global Policy Institute (HGPI) released a report on Policy Priorities for Japan focused on healthy aging, innovation, and the silver economy. This report highlighted five key takeaways on the importance of health innovation in Japan:

1. Japan needs innovation to ensure healthy longevity.
2. To foster innovation, Japan must recognize spending on health innovation as an investment in healthy and active aging.
3. Cross-sector, cross-discipline, and cross-geographical cooperation is essential for achieving health innovation.
4. In Japan, investment in health innovation will require incentivizing those poised to lead the innovation.
5. Global and Japanese-focused forums have set the stage for the action to achieve new models for health innovation to fuel the silver economy.

# Education & Awareness

Education and awareness among patients, caregivers, healthcare providers, and policymakers are incredibly important to enable change and raise awareness on relevant healthcare issues. Research suggests that if behavior-related risk factors were eliminated, at least 80% of all heart disease, diabetes, and stroke could be prevented, as could more than 40% of US cancer cases and deaths.<sup>21</sup> Increasingly, we are seeing a shift to digital mediums as a way to connect with and inform target audiences about their health. Digital communication strategies such as social media, digital advertising, and targeted emails are highly effective. It is important to note that the Covid-19 pandemic highlighted the impact of misinformation spread through these digital communication channels. As the circulation of inaccurate information is on the rise, it is more important than ever to share accurate and rele-

vant information with our community. These insights can help healthcare institutions, regulatory bodies, policymakers, media, and businesses improve their health communication strategies. Our members are leading several public awareness campaigns aimed to improve understanding, awareness, and stewardship.

Nutrition is a key factor in enhancing healthy aging and combatting conditions that often occur with aging, such as frailty or bone health. Research shows that patients suffering from malnutrition have 75% longer hospital stays, but conversely when optimal nutritional care is part of a comprehensive medical strategy, patients with access to medical nutrition have between 25% and 50% fewer medical complications compared to patients who receive only routine care.<sup>22</sup> Malnutrition can



lead to increased health problems, hospitalizations, poorer quality life, and increased risk of morbidity. Nutricia Advanced Medical Nutrition is a specialized business of Danone, focused on pioneering nutritional solutions that help people live healthier and longer lives. In terms of aging, Nutricia's focus is on the role of nutrition to combat age-related changes that can affect mental and physical health in older adults. In September 2022, the Global Coalition on Aging and Nutricia presented a call to action, *Fighting Ageism to Empower Older Persons to Age in Good Health*.<sup>23</sup> This call to action worked to break preconceived, ageist notions and lead to activities that empower individual healthcare engagement and decision-making regardless of age.

While AMR is a crisis for all of society, older adults are at significant risk. For example, pneumonia is the major infection-related cause of death in older persons, and urinary tract infection is the most common bacterial infection seen in geriatric patients.<sup>24</sup> Older patients are more likely to develop antimicrobial resistance due to increased co-morbidities as they age and frequent prescribing of antibiotics. As a result, better surveillance, and stewardship—aided by education on infection control—must be promoted. Merck, Sharp & Dohme (MSD)

supports the implementation of antimicrobial stewardship (AMS) programs and has funded multiple studies in this area. MSD has worked with over 1,100 hospitals in twenty-eight countries as an AMS resource and partner to develop and implement patient-centric, product-agnostic AMS programs around the world. For example, through the contribution of MSD resources and processes, the early implementation of AMS programs at three hospitals in EsSalud, Peru, led to a reduction in the consumption of broad-spectrum antimicrobials by 30-50% in two of these three hospitals.<sup>25</sup>

Bayer is working toward tackling age-related health challenges, with one specific focus on awareness of cardiovascular diseases. Cardiovascular diseases are the number one cause of death worldwide with a massive impact on quality of life as well as public health costs.<sup>26</sup>

Bayer's efforts are focused on continuing the dialogue on innovation, collaboration, and patient empowerment as a way to advance a healthy aging agenda. To act on this, Bayer established the *Healthy Aging Circle*—a cross-industry platform, including expert panelist round-tables to discuss new findings and innovations in treatment & care, and to foster partnerships aiming to mitigate chronic disease, and what should people be aware of when approaching aging.

# Cardiovascular Disease

More people die annually from cardiovascular disease than from any other cause.<sup>30</sup> Today, heart failure is present in 2 percent of people aged 40 to 59, and more than 5 percent of people aged 60 to 69.<sup>31</sup> In practice, this means that more than 80 percent of patients with heart failure are 65 years of age or older.<sup>32</sup> Diagnosis of heart disease often leads to hospitalization. Earlier diagnosed and managed heart failure is far less likely to lead to hospital admissions. The global policymaking community

and national health systems alike have taken notice of the existing major burden of cardiovascular disease and its projected growth and have embarked on dual-pronged prevention and treatment agendas to avert cardiovascular disease deaths and improve health and well-being for all. GCOA is a leading partner in this effort by bringing together key stakeholders such as cardiovascular experts, researchers, business leaders, and policymakers.

# Digital Health

*“Care is moving from hospital into the home, and that requires more digital interaction, more last mile logistics, and that’s really where Uber is leaning in, because we have that technology platform that has that can be the connective tissue.”*

**Caitlin Donovan**, Global Head of Uber Health

Digital health and digital technologies are disrupting how we think about health and well-being of older adults around the world. The Covid-19 pandemic underpinned the importance of recognizing and supporting development of digitally enabled solutions for older people across all sectors—finance, health, entertainment, retail, and transformation. With the increased burden on our healthcare system globally, digital health solutions such as telehealth and remote care are being developed and adopted at a pace never seen. Digital transformation is top of mind for our GCOA members, who are consistently pushing the envelope on what is possible in medical innovation, health prevention, and home care support.

Healthcare is moving towards a more holistic, preventative, and experience-driven model—resulting in its extension from the hospital into peoples’ daily lives and homes. During the

Covid-19 pandemic, there was a fast adoption of digital care technologies from telehealth consultations, remote patient monitoring, and other virtual care. It also highlighted the need for high-quality, reliable healthcare data. Healthcare relies on trusted evidence to inform decisions for better health. Phillips is at the center of driving innovation and expanding the health IT landscape. Phillips’ Health Suite, a platform of SAAS-based solutions, securely stores critical healthcare data, and provides both advanced analytics and AI capabilities, while delivering industry-leading interoperability to help enable precision care and provide care anywhere. The importance of innovating data-based solutions was highlighted in the [2021 Philips Future Health Index](#) report. The report showed that 46% of healthcare leaders cited difficulties with data management and 37% lack interoperability and data standards as the biggest barriers to the adoption of digital



health technology in their hospital or healthcare facility.<sup>27</sup> Philips work in digital transformation can support better health outcomes, improved patient experience, and lower cost of care.

This increased adoption of digital solutions not only challenged how we traditionally deliver healthcare but also how we research, develop and test healthcare interventions. Bayer is leading the transition to decentralized clinical trials, ultimately aiming to also bring clinical trials into the patient's own home. There are many benefits including reducing costs, removing the burden on patients or staff, and collecting more patient data. And most importantly, this decentralized approach decreased

the outcome variance due to Social Determinants of Health (SDH). The WHO defines SDH as the non-medical factors that influence health outcomes, and describes conditions in which people are born, grow, work, live, age, and the wider set of forces and systems shaping the conditions of daily life.<sup>28</sup> The American Health Association recently published a report that compared outcomes in an interventional study comparing medications for hypertension.<sup>29</sup> The report indicated that patients who received their care in low-income areas had vastly different outcomes than patients in higher-income areas.

*“We are looking into how we can develop digital tools that support people in their everyday life. We know that, for example, if you suffer from heart failure and you get an early warning that your vital signs are deteriorating, you can intervene before you potentially suffer a serious deterioration that might result in hospitalisation. We see a tendency of people being interested of taking more control over their health and collecting this type of information and sharing it with trusted health care providers and caregivers.”*

**Michael Devoy**, Chief Medical Officer, Executive VP, Medical Affairs & Pharmacovigilance, Bayer

We are living in a world where there is an unprecedented, global need for care. And the current costly acute care model is becoming even more unsustainable. Innovation and technology can help deliver high-quality care at scale by matching the right services to needs, training caregivers as well as increasing communication and coordination. Home Instead's partnership with Honor, a best-in-class tech platform is an active example of how technology can help deliver better healthcare outcomes at scale. Honor's platform helps

connect care services with care recipients while streamlining operations like improving shift scheduling, to enable care professionals to focus on providing high-touch care. One use case is Home Instead providing caregivers with specialized training on Alzheimer's, including early signs, behavioral and cognitive symptoms, care strategies, and how to coordinate with a broader care team.

# Pursuing innovation

## for an aging population through the Alliance for Health Innovation

Relentless pursuit of innovation forms the bedrock of modern medicine. Thirty years ago, an HIV infection was a death sentence. Today, it's a chronic disease that we can manage. We are witnessing the first generation of people living with HIV into older age. More than half of the People living with HIV in the U.S. are over 50, a triumph that seemed almost impossible 35 years ago. And a growing number of people are living and aging with HIV into their 70s and beyond.<sup>33</sup> In 1990 the average HIV patient needed 25 pills per day and today it's one pill per day.<sup>34</sup>

However, there are still challenges to solve. In the U.S. in 2020, only 64.6 percent of people living with HIV were virally suppressed and there are stark disparities when comparing race and ethnicity.<sup>35</sup> Long-acting regimens can help close that gap, but innovation is needed to ensure equity in outcomes. Therefore, it's

important to consider the impact of aging on individuals across the care continuum. This will allow older people to thrive and contribute to our economy.

It's this relentless pursuit of innovation that inspired the Global Coalition on Aging (GCOA)—with the support of Gilead Sciences, Inc.—to bring together cross-sector stakeholders representing patient advocacy groups, policy experts, industry specialists, and academic communities in the Alliance for Health Innovation.

The Alliance will play a central role in advocating for policy reforms and solutions that enable the robust and thriving innovation sector to support healthy aging, advance health equity, and ensure that people can live healthier and longer lives.



*“Today, our world faces an urgent challenge – providing quality care to the rapidly growing population of older adults. The COVID-19 pandemic, like the HIV epidemic, highlights the seriousness of existing gaps in systems and programs. Government policies that enable patients to access the best care and most effective life-changing medicines are critically important in protecting against disparities related to aging and longevity. At Gilead, it is our mission to deliver innovative therapies that positively impact outcomes for patients everywhere, and we are proud to join members of the Alliance in helping inform policy solutions to ensure those who need our therapies receive them in support of healthy aging.”*

**Rekha Ramesh**, Vice President, Head of Global Policy at Gilead Sciences, Inc.

Under the banner of the Decade of Healthy Ageing, the Alliance focuses on advancing policies that reimagine and reshape aging in the 21<sup>st</sup> century.

The Alliance for innovation strives to:

- Re-imagine the 21<sup>st</sup>-century aging and healthcare needs.
- Advocate for the importance of spending on innovation as an element of healthy aging.
- Ensure that access to health care is judged on equitable metrics—i.e., banning ageism from health care.
- Emphasize the role of care delivery in an aging society.
- Encourage intellectual property protections to safeguard investments in innovation.

The Alliance for Health Innovation was officially launched during Silver Economy Forum on November 8 and 9, 2022. The launch of the Alliance at this high-level forum on the Silver Economy highlights the fact that people in our aging population can be a drive for productivity and wealth creation if they are supported and encouraged to remain active, engaged, and working.

The Alliance for Health Innovation will continue to welcome the perspective and engagement of new stakeholders that wish to support and advance solutions that drive innovation and better outcomes for aging populations.

# Conclusion— Innovation for Healthy Ageing

*“We are in an accelerated moment, but also an integrated moment where technology and humanity are working in new partnerships.”*

**Jeff Schwartz**, former Deloitte Consulting Senior Partner and author of *Work Disrupted: Opportunity, Resilience, and Growth in the Accelerated Future of Work*

Innovation for healthy aging is apparent and urgent as a goal now enshrined in the UN Decade of Healthy Ageing. Whether it's related to Alzheimer's and cognitive decline, frailty, immunizations, transportation, or caregiving—developing innovation solutions will be essential to driving healthy aging.

Although we have shown great progress against the four focus areas of the Decade of Healthy Ageing, we understand there is more work to be done. We believe the key levers to making progress across the Decade of Healthy Ageing are:

- 1) Innovating for healthier aging
- 2) Collaborating across & with stakeholders
- 3) Communicating & Advocating.

Initiatives such as the GCOA's Alliance for Health Innovative, Alliance for Bone Health, and the Silver Economy Forum are ways we have been successful in promoting collaboration and a new conversation focused on policy changes to incentivize greater equity in healthy aging and increased health system sustainability.

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The Global Coalition on Aging (GCOA)—The World’s Leading Business Voice on Aging—and its Members are dedicated to partnering with global stakeholder to implement The Decade of Healthy Ageing as a framework for achieving healthier and more active aging across global society.

GCOA recently release their report Decade of Healthy Aging Demystified which aims to support businesses build a strategy that leverages the framework of Decade of Healthy Aging.

This first edition of our GCOA compendium report showcases how GCOA and its members are leading, supporting, and participating in aging-related initiatives. As the Decade advances, we are developing assessment tools that help measure the contributions of GCOA; prompt discussions on the progress we have made; and promote further work, innovation, and partnership. We believe that by regularly assessing our level of action, we can help ensure accountability for progress in aging aligned with the Decade of Ageing.





## About GCOA

GCOA represents a cross-section of global business including technology, pharmaceuticals, healthcare, home care, financial, transportation, and consumer sectors. We engage global institutions, policymakers, and the public to drive debate on, create, and promote innovative policies and actions to transform challenges associated with the ageing of the global population into opportunities for social engagement, productivity and fiscal sustainability.

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