National Innovation Centre for Ageing

Ageing Population: Meeting Needs Through Innovation. An Introduction to the National Innovation Centre for Ageing

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Newcastle University

MRC Medical Research Council

National Innovation Centre for Ageing

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UK | Malaysia | Singapore

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NICA

NIHRIO

NICD

Industry

Other Partners

Multi-Disciplinary Innovation Programmes
Health, Engineering, Design . . . .

SME to Multinational Engagement & Collaboration

Innovation for Ageing Well

Citizen Needs, Insights, Co-Invention, Co-Design, Co-Evaluation

Dissemination, Workshops, Living Innovation Laboratory

Foresight

- Working lives
- Lifelong learning
- Housing and neighbourhoods
- A central role for families
- Health and care systems
- Physical, social and technological connectivity

Faculty of
Medical Sciences

Institute for Ageing

MRC Medical Research Council

Engineering

- Computing
- Engineering
- Environment

Faculty of
Humanities and Social Sciences

- Understanding people
- Place and space
- Culture and heritage
- Identity and difference
- Organisation and economies
- Professional practice

Grand Innovation Challenges for an Ageing Population?

World Health Organization

- **commitment to action on *Healthy Ageing* in every country;**
- **developing age-friendly environments;**
- **aligning health systems to the needs of older populations;**
- **developing sustainable and equitable systems for providing long-term care (home, communities, institutions); and**
- **improving measurement, monitoring and research on *Healthy Ageing*.**

NHS

The first argument we make in this Forward View is that the future health of millions of children, the sustainability of the NHS, and the economic prosperity of Britain all **now depend on a radical upgrade in prevention and public health.**

MRC Medical Research Council

EPSRC Investing in research for discovery and innovation

- HEALTH Our health - our state of mental and physical wellbeing - affects our quality of life, the resilience of communities and the productivity of the nation. Advances based on new research in the engineering and physical sciences will revolutionise **our ability to manage our own health**, help us to **maintain healthier behaviours and environments**, and to **transform the way care is delivered**.
- **Brain health and dementia** – a major new UK Dementia Research Institute, complementing Dementias Platform UK and accelerating research to identify new treatment opportunities and attract partnerships.
- **Prevention** – a new multi-funder initiative targeting critical areas such as obesity, diabetes, mental health and childhood development; capitalising on **new technologies to promote public health**, to deliver improved evidence for policy makers, **help to reduce health care costs, and support health improvement worldwide**.

http://www.rcuk.ac.uk/documents/documents/strategicprioritiesandspendingplan2016/

NHS recognises need for radical upgrade to prevention to manage future care burden in 5 year plan: now reflected in Research priorities .. .

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Expected age at disability onset for 55 yr old

"through our healthy ageing grand challenge, we will ensure that people can enjoy five extra healthy, independent years of life by 2035, whilst narrowing the gap between the experience of the richest and poorest" Theresa May

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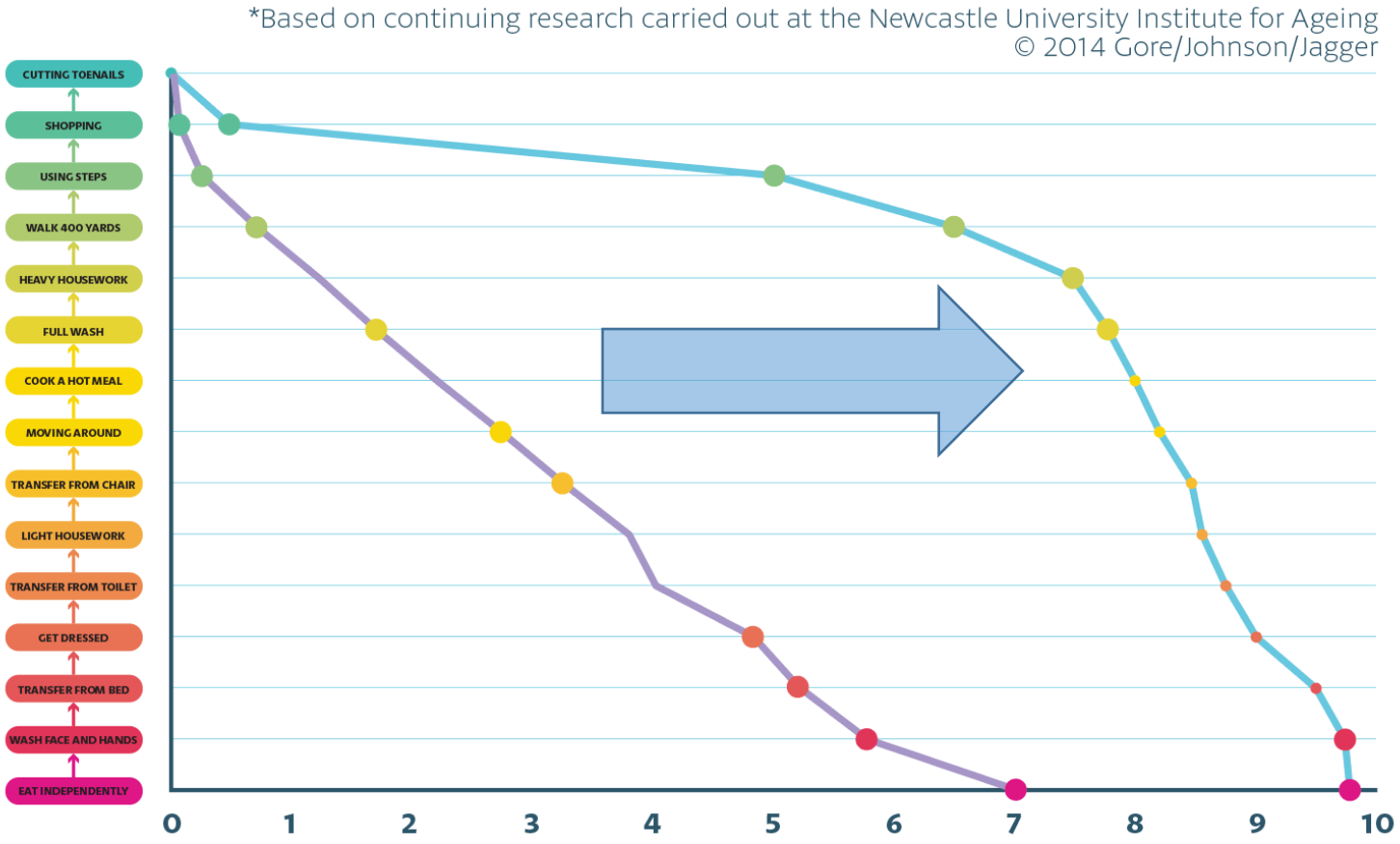
https://www.gov.uk/government/speeches/pm-speech-on-science-and-modern-industrial-strategy-21-may-2018

NICA BRC: Sustaining Independence?



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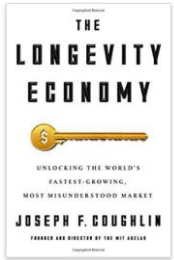

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Boston Consulting: < 15% companies have business strategy
< 10% of companies specifically market to over 50s
principally pharma and financial….

US Market Size 2015:
over 50: $5.6tn
under 50: $4.9tn
Boston Consulting: 500% more spent on marketing to millennials than on all other age groups.

Predicted Consumer Expenditure Growth in over 65s period 2008-2030
(Euromonitor)
>50% in US
> 67% Japan
> 86% Germany

Must address consumer opportunity also .. .

Multisector Interest

- Economics & Finance
- Housing & Home
- Employment & Work
- Government, Civics & Community
- Retail, Consumer Goods & Services
- Utilities
- Social & Community Services
- Third Sector
- Recreation
- Architecture, Planning & Landscape
- Environment & Pollution
- Transport
- Education & Learning
- Digital, Communication, Services & Media
- **Health & Wellbeing**

Voice™

Voice – Valuing our Intellectual Capital and Experience

- Involving the public in research and innovation
- Harnessing insights, ideas, life experience and knowledge
- Consumer engagement via workshops and a digital platform
- Improving the focus and impact of research and innovation

National Innovation Centre for Ageing

the IMAGINE series

- Future Thinking: Combining evidence synthesis/horizon scanning with patient & public insight to stimulate research and innovation into high priority areas - addressing key challenges and unmet needs

Horizon Scanning & Evidence Synthesis

Citizen Insight and Knowledge Exchange

Influence funding priorities and industry/business to stimulate further research & innovation

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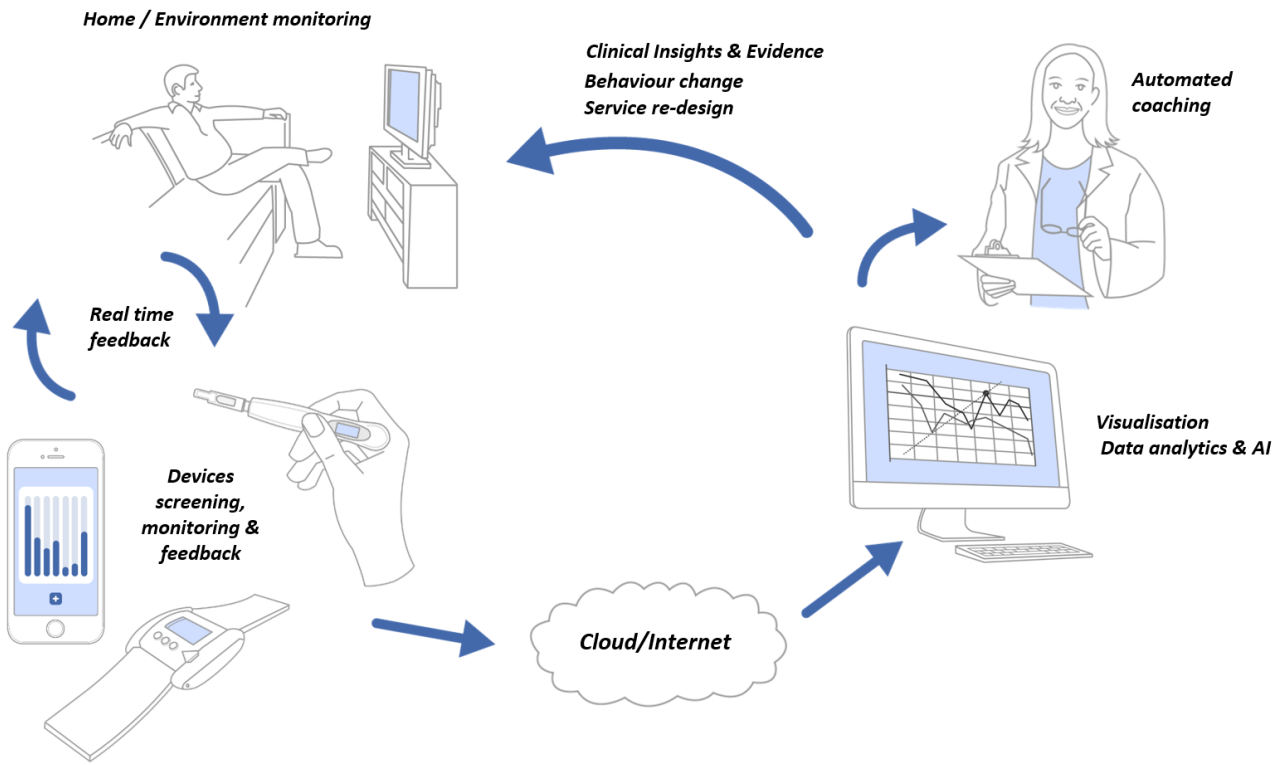
NHS National Institute for Health Research | Innovation Observatory

Voice™

National Innovation Centre for Ageing

eit Health



DZD German Center for Diabetes Research

Leids Universitair Medisch Centrum

Leyden Academy on Vitality and Ageing

Newcastle University

PHILIPS

achmea

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https://www.eithealth.eu/vitality

National Innovation Centre for Ageing

NICA for Business

Catalyse opportunities for UK industry leadership in meeting the needs of an ageing society

NICA Insights for Ageing

Integrate citizen and expert insights and perspectives to inform product and service innovation

NICA Teaching and Learning Hub

Knowledge exchange, executive education and continuous professional development. Supporting organisations to understand needs, identify opportunities and issues , innovate and translate

NICA as a catalyst for economic growth

International by design, collaborative by instinct. Encouraging the co-location and clustering of knowledge intensive organisations alongside NICA at Newcastle Helix

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Thank you

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