



SWEDISH CARE INTERNATIONAL

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Technology Enables care

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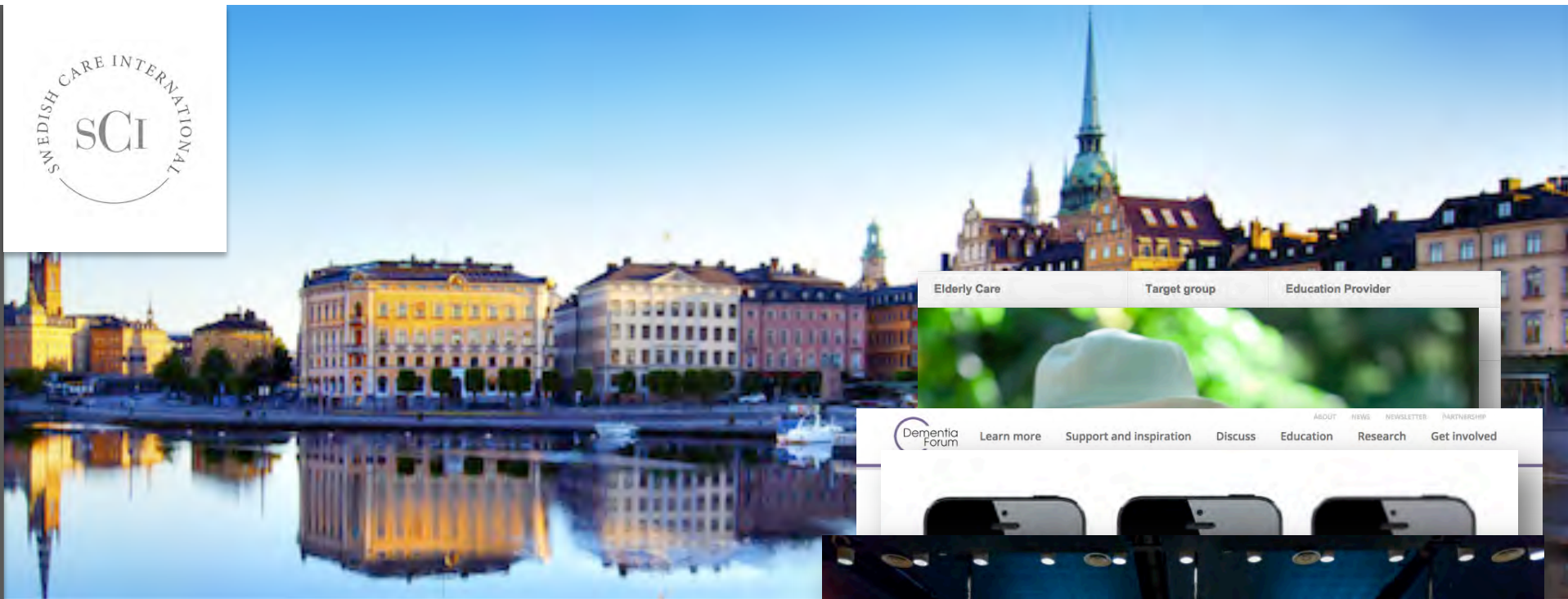
## Agenda

- ✓ Swedish Care International
- ✓ Carers and Technology
- ✓ Tools to enable care
- ✓ Mobile Applications
- ✓ Dementia Forum, Digital Platform
- ✓ Queen Silvia Nursing Award, Scholarship
- ✓ Dementia Forum X, Global Meeting
- ✓ Global Elderly Care Performance Report



## Swedish Care International - About

- ✓ In brief: We develop and exports Swedish elderly and dementia care.
- ✓ Our care philosophy is based on the experience and knowledge of Stiftelsen Silviahemmet.
- ✓ Our goal is to raise awareness and spread knowledge about dementia and elderly care and make the knowledge available in the international environment.
- ✓ To create good opportunities of adequate care conditions for elderly patients, dementia sufferers and caregiving relatives around the world.



## Swedish Care International

*Swedish Care International* has five areas of activity within dementia and elderly care.

- ✓ Training and Certification
- ✓ Nursing home concepts
- ✓ Digital Projects: Dementia Forum & Smartphone applications.
- ✓ Global Meeting: Dementia Forum X
- ✓ Scholarship for nursing students: Queen Silvia Nursing Award





## Swedish Care International

- ✓ SCI has directly trained more than 100 000 people in dementia and elderly care issues in 8 different countries.
- ✓ SCI enables proper dementia and elderly care to millions of people through local education partners.
- ✓ SCI also offers products and services that contribute to improving conditions for extending good care provision around the world.
- ✓ SCI strives to make better elderly and dementia care available to as many people as possible using new technologies and methods.



## Education Partners

Swedish Care International cooperates with selected partners who represent knowledge, products and services that clearly contribute to improving the conditions for extending good care provision around the world. Amongst them;



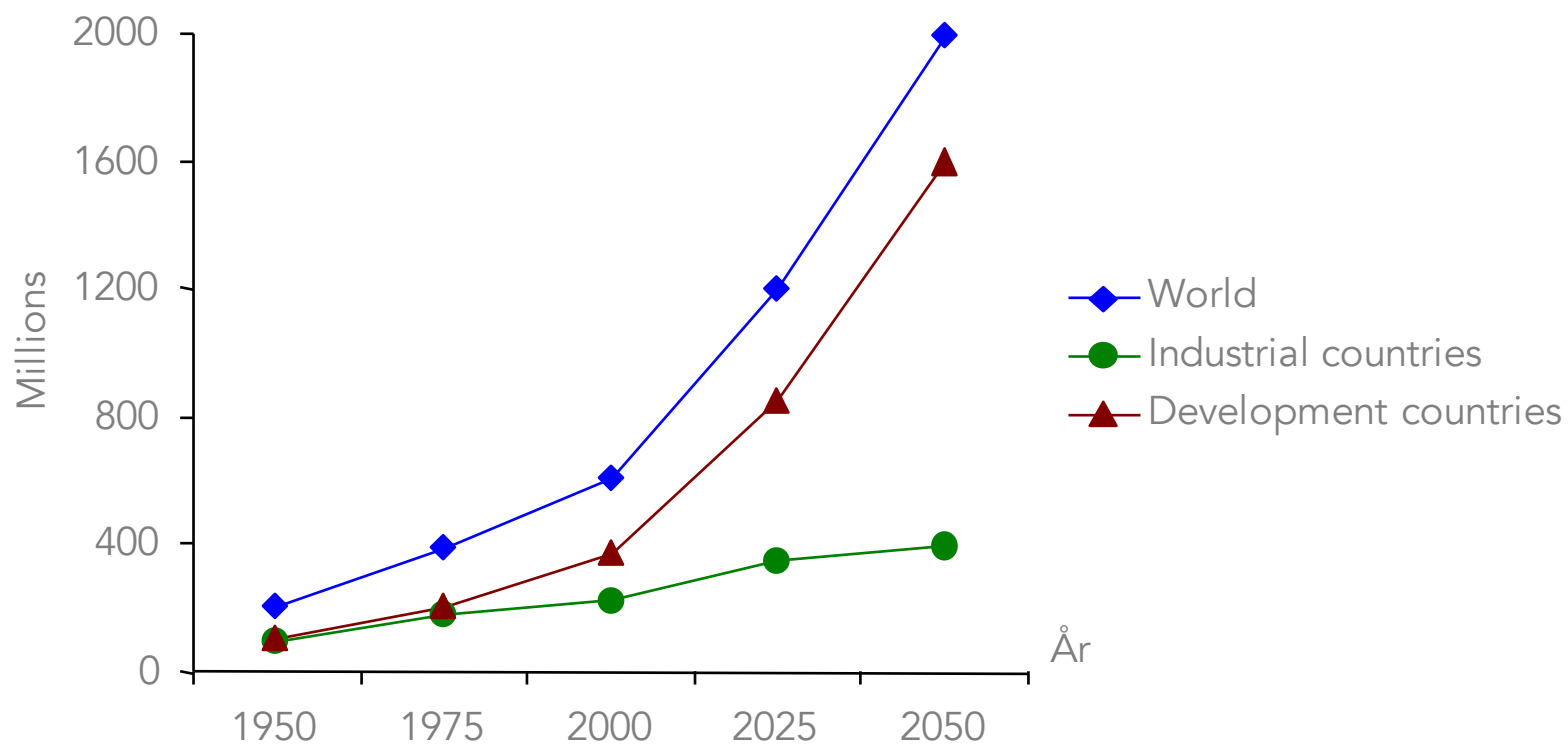


## Swedish Care International – Internationella Samarbeten



- Japan – 2005
- Germany - 2009
- China – 2012
- United Kingdom – 2013
- South Korea – 2013
- The Netherlands – 2014
- Finland – 2014
- Poland - 2015

# Development of the world population 60+



UN report "World population ageing. 1950-2050" [www.un.org/esa/population/publications/worldageing19502050/](http://www.un.org/esa/population/publications/worldageing19502050/)





## Global Development

The world is growing older and the development is increasing rapidly.

The older population is healthier today than previously but the demand for care will be huge.

The challenge to create better care for the elderly in the demographic situation that we are all facing today is considerable in the whole world

Health and elderly care together with education are some of the quickest developing needs in the world.



Foto: Yanan Li

## SOLUTIONS... The role of new Technology....

*More and better knowledge about and access to new technology to provide the best quality care.*

*Skilled family members, home care workers and personnel provide better quality of life often to a lower cost than the nursing home or the society (less health care and acute care needed).*

*The demand for more and better knowledge is growing and the need for support to individuals, organization as well as countries is substantial.*



- There is an estimated 3,2 billion Internet users worldwide in 2015 with an expected annual growth of over 5%
- 2 billion are from developing countries ([ITU](#)). According to European studies, around 70 % of all users refer to Internet regarding health related issues ([BMC](#)).
- A current diagnosis of long-term illness or disability (such as dementia), indicate a higher level of health-related use of the Internet. ([ECDC](#))



- In Europe the most active users of the Internet to find health information are those aged 30–44 years ([ECDC](#)).
- People from the middle and upper social classes are more likely to seek health information online than those from the lower classes.
- **Women** are more likely to look for health information online than men ([BMC](#)).

# Three Successful Digital Equations

Women

+

Information

=

Usage

Anxiety

+

Reassurance

=

Usage

Reliable info

+

Trusted Brand

=

Usage

## Online Behaviour

- 66% of health information seekers begin their search process at search engines such as Google or Yahoo
- 27% use a specific health-related website to start the search

### Normalized Google searches on the word dementia\*

United Kingdom	100
Australia	82
Ireland	56
New Zealand	56
USA	55
Canada	49
Singapore	47
Malta	40
Finland	34
Jamaica	29



### Normalized Google searches on the topic of dementia\*

Japan	100
United kingdom	68
The Netherlands	64
Germany	63
Australia	58
South Korea	51
Denmark	48
Sweden	47
Norway	47
Austria	40



\*the current interest in dementia is illustrated by displaying Google searches on the topic of dementia



## Smartphone applications

Swedish Care International strives to spread knowledge about elderly and dementia care on a global level.

One step in that process is the development of two mobile applications for smartphones and tablets, we are also currently in process of developing an additional application.

These contain information that supports and inspire relatives and caregivers in their daily life.



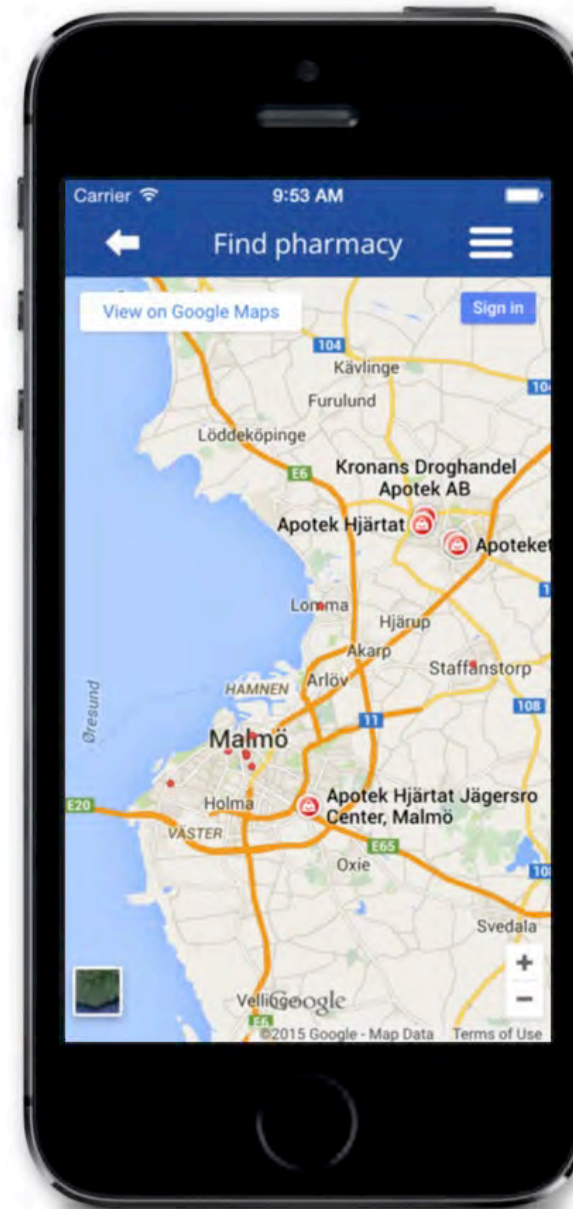


## Elderly Care

Elderly Care – free of charge mobile application available in nine languages.

Contains information and inspiration for those caring for elderly persons, also functions like find a pharmacy and share your story.

Downloaded in more than 100 countries.





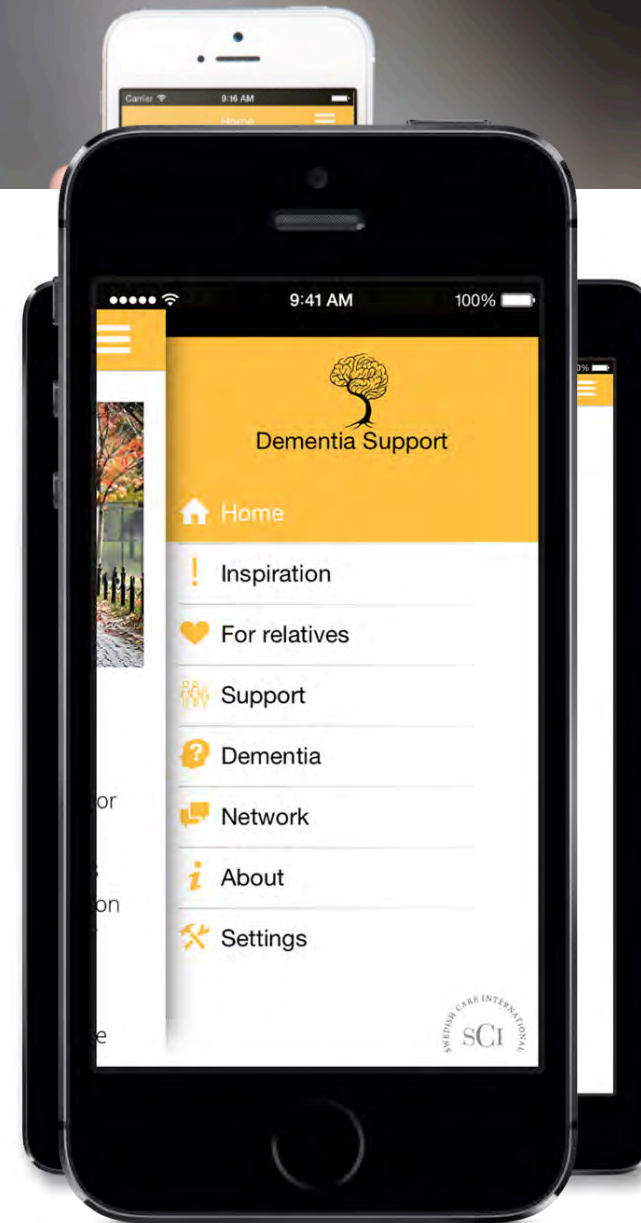


## Dementia Support

Dementia Support – free of charge mobile application available in 3 languages.

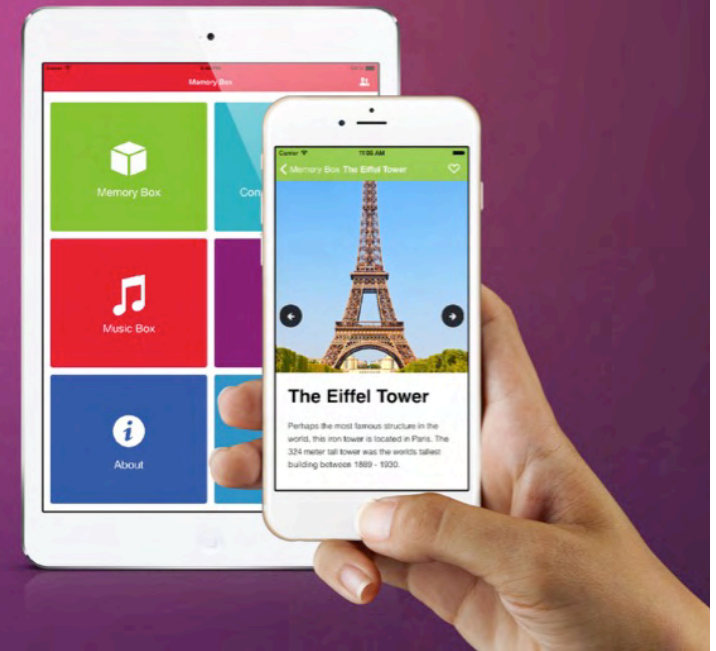
Contains information and inspiration for those caring for persons suffering from dementia.

Downloaded in more than 100 countries.





Soon to be released!

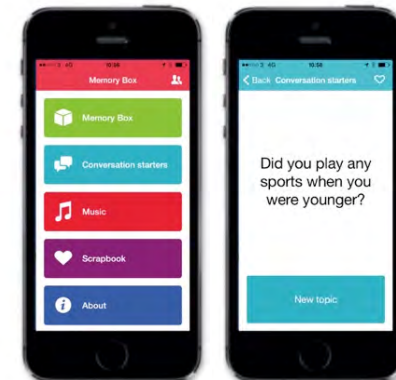


## Memory Box

Memory Box – Coming soon for iOS and Android

A smartphone application that serves as a memory aid and a conversation inspiration to support relatives and caregivers of those suffering from dementia.

Contains visual, musical and written inspiration for conversations and memory support of famous events and topics during the 20th century.





## Queen Silvia Nursing Award

Founded in 2013 in honor of H.M. Queen Silvia's 70th birthday, the first **Queen Silvia Nursing Award** scholarship was awarded to the nursing student who could offer the *best solution to the future challenges of care focusing on the elderly*.

In collaboration with a few selected partners we have developed and launched – with the purpose to help create an attractive and creative nursing education for future needs in elderly and health care in locally and globally – Queen Silvia Nursing Award. Currently implemented in Sweden and Finland with several new countries to follow.





# Dementia Forum X

Stockholm 18<sup>th</sup> of May 2015



## Dementia Forum X

- ✓ An international initiative focusing on the global challenges of dementia.
- ✓ With the goal to raise awareness about dementia and define challenges to *take action on dementia*.
- ✓ Dementia Forum X was held for the first time on the 18<sup>th</sup> of May 2015, in Stockholm, Sweden.
- ✓ The initiative was and is supported by Her Majesty Queen Silvia of Sweden and was organized in collaboration with Stiftelsen Silviahemmet.
- ✓ Dementia Forum X was a day of reflection and discussions between a hundred of the worlds leading business executives, policy-makers and other stakeholders.



## Global Elderly Care Performance Review

One of the most imperative challenges for all nations across the world is how to cope with the ageing population and its effects in a sustainable way:

- ✓ GECPR is an international survey to capture the relative elderly care performance of nations to stimulate and inspire strategic discussions among decision-makers.
- ✓ SCI presented the first pilot survey covering a selected sub-set of nations at Dementia Forum X May 2015.
- ✓ The GECPR foundation is based on the annual competitiveness report produced by World Economic Forum.



## Dementia Forum X eBook – A Global Action on Dementia

### ✓ GOALS ACHIEVED:

- Captured the ideas shared during the event with key-points, quotes and discussions
- Delivered in a format that was both editorially accessible and understandable to a wider audience
- Provided a resource for furthering the discussion on dementia

✓ The book was successfully delivered on the 19<sup>th</sup> of May to all participants.



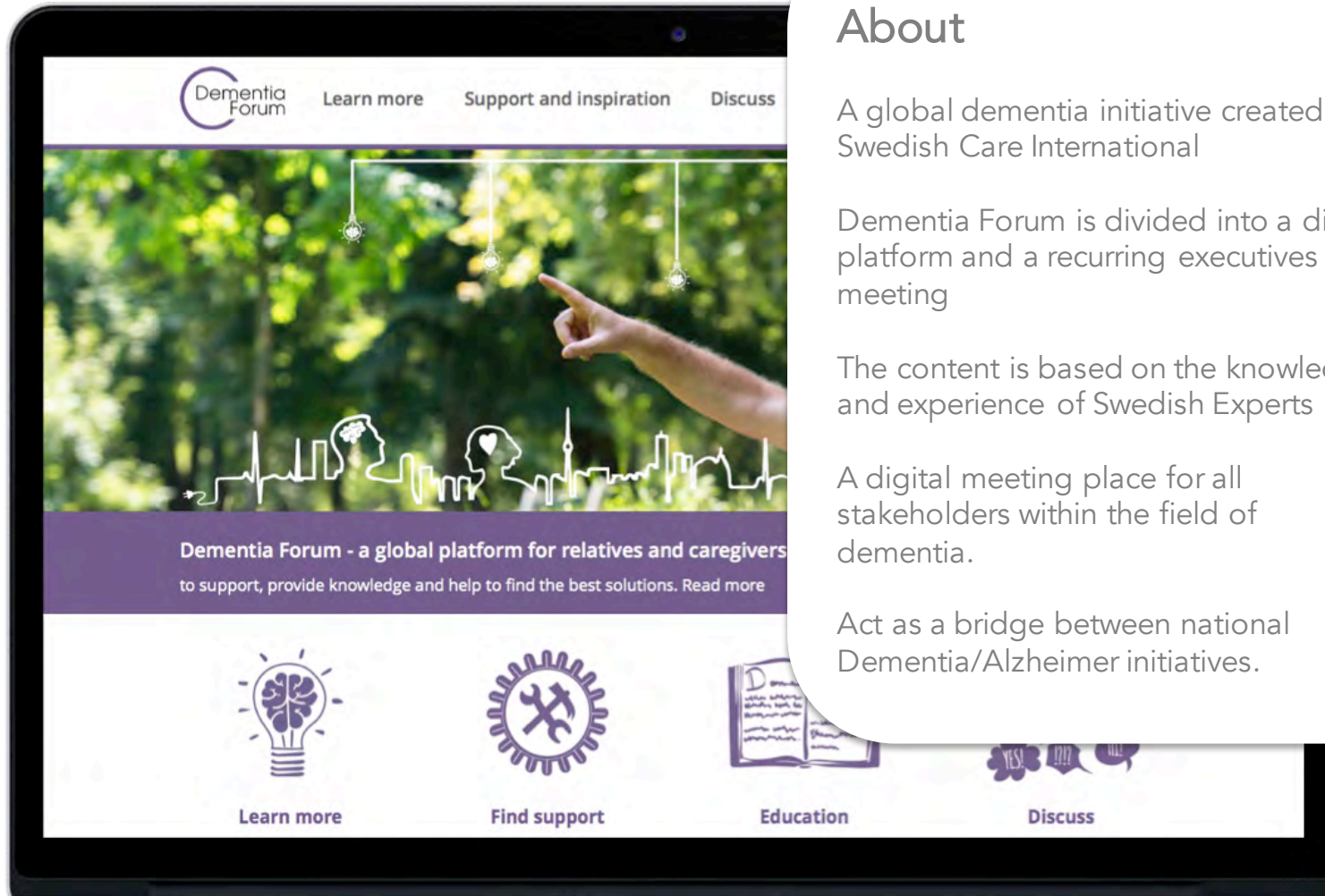
# Dementia Forum org

*"- A digital meeting place for all stakeholders within the field of dementia".*



SWEDISH CARE INTERNATIONAL - CARE FOR QUALITY OF LIFE





## About

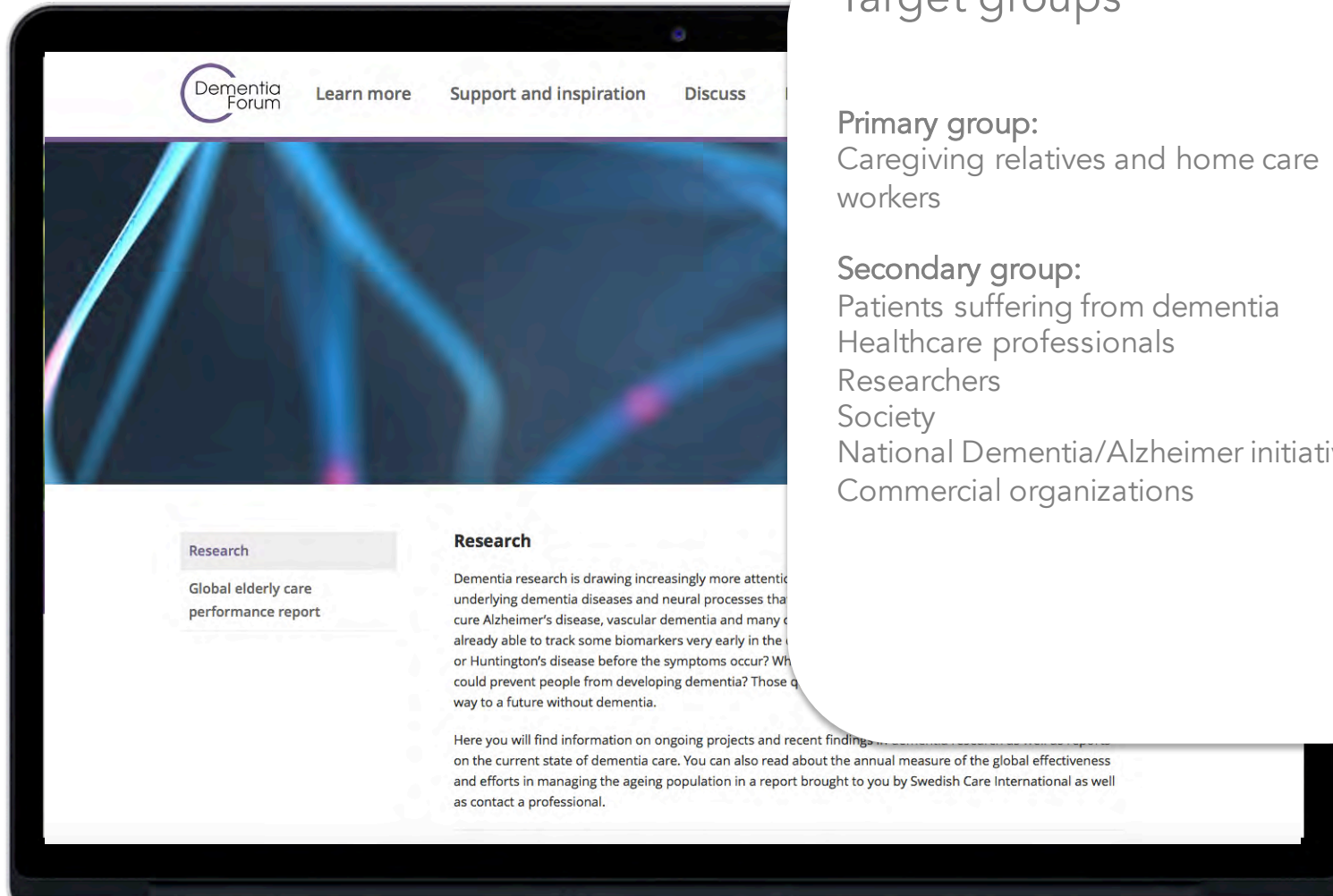
A global dementia initiative created by Swedish Care International

Dementia Forum is divided into a digital platform and a recurring executives meeting

The content is based on the knowledge and experience of Swedish Experts

A digital meeting place for all stakeholders within the field of dementia.

Act as a bridge between national Dementia/Alzheimer initiatives.



## Target groups

### Primary group:

Caregiving relatives and home care workers

### Secondary group:

Patients suffering from dementia

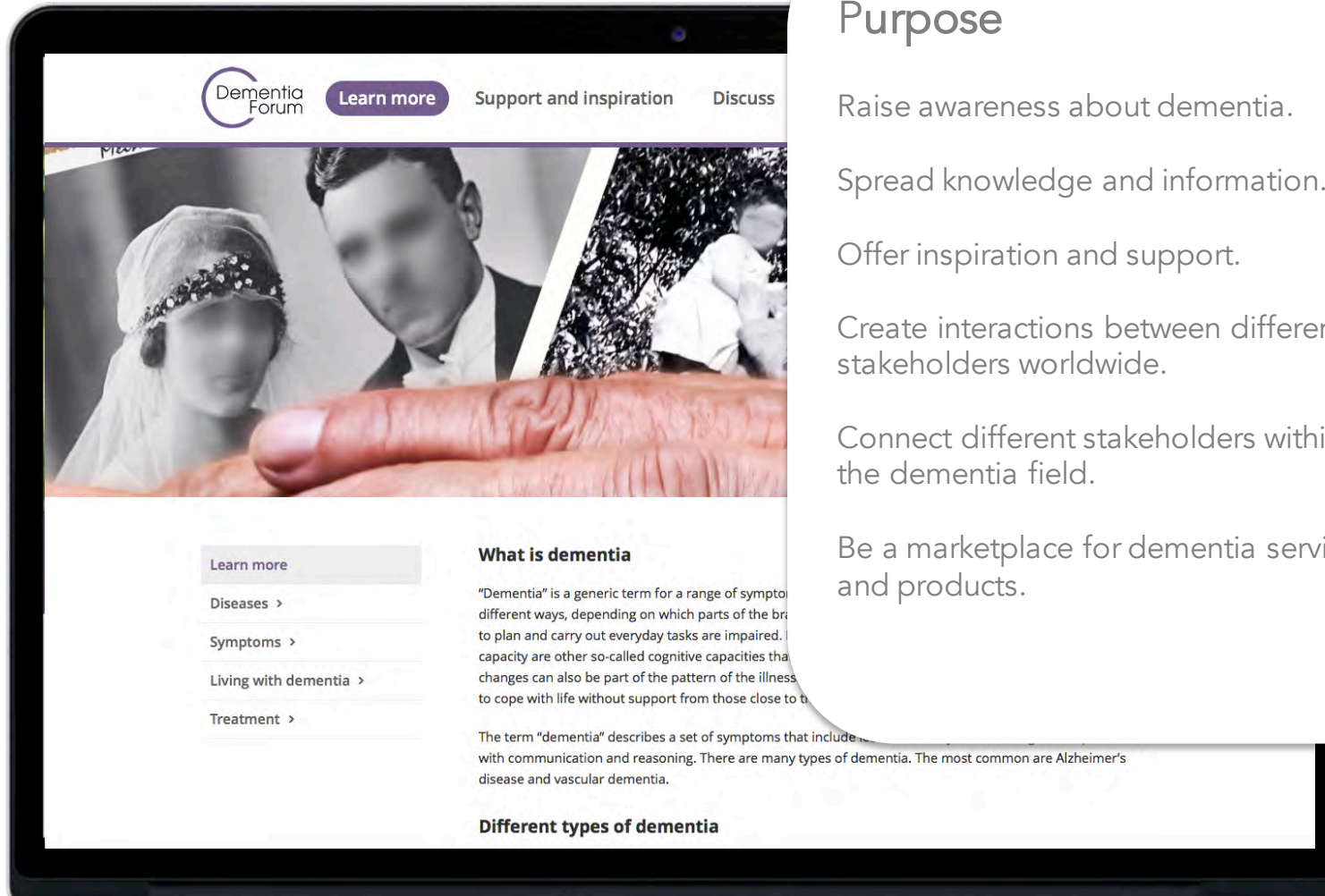
Healthcare professionals

Researchers

Society

National Dementia/Alzheimer initiatives

Commercial organizations



## Purpose

Raise awareness about dementia.

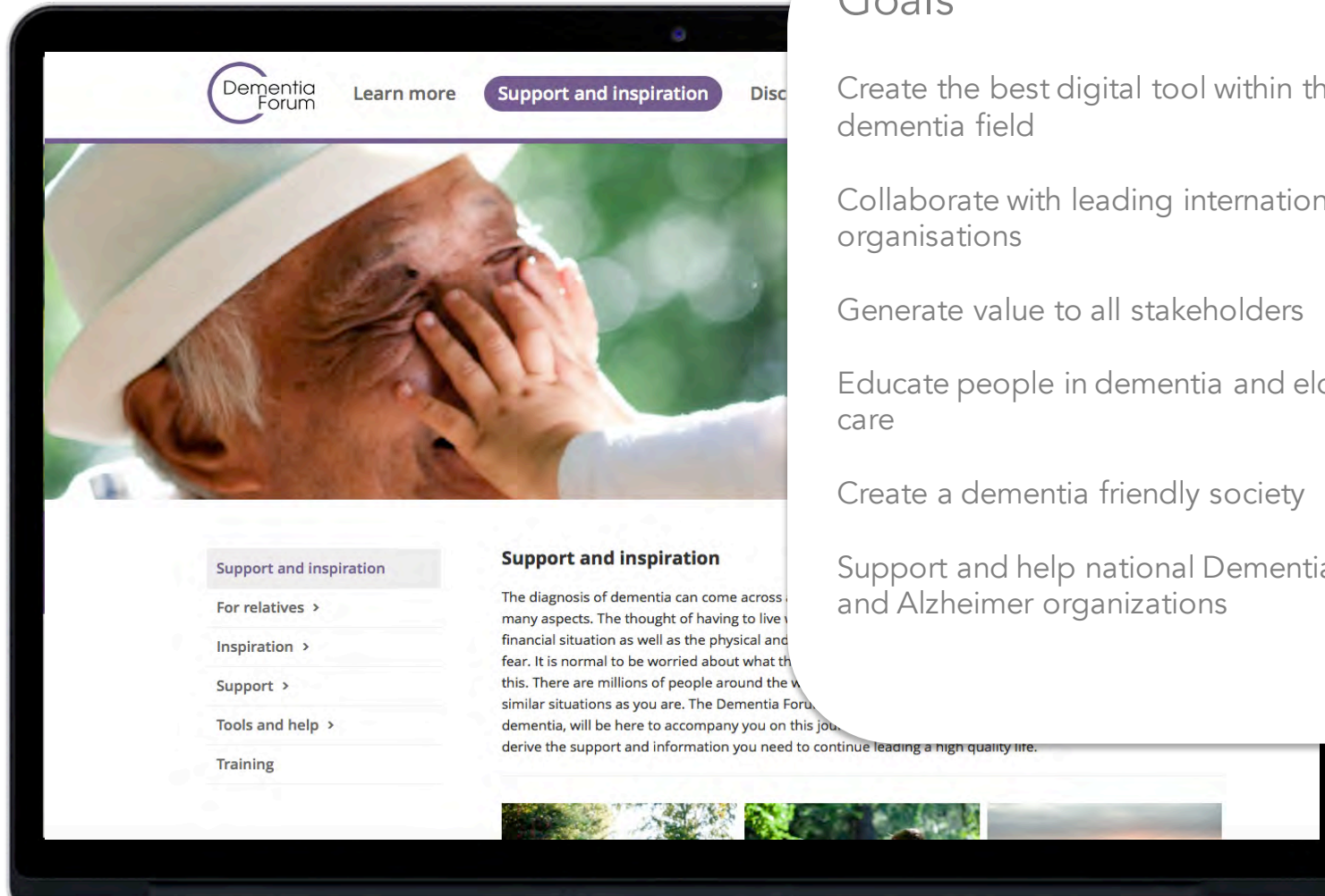
Spread knowledge and information.

Offer inspiration and support.

Create interactions between different stakeholders worldwide.

Connect different stakeholders within the dementia field.

Be a marketplace for dementia services and products.



## Goals

Create the best digital tool within the dementia field

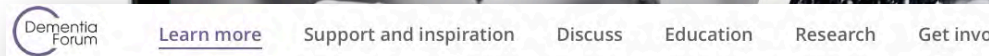
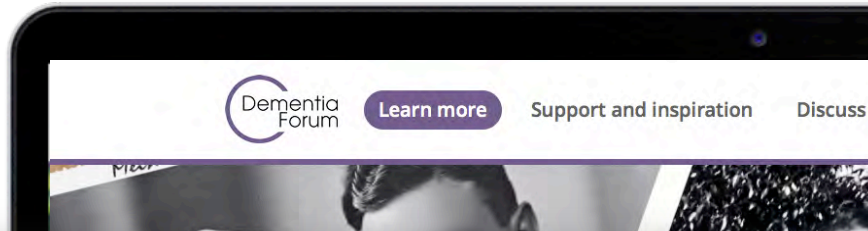
Collaborate with leading international organisations

Generate value to all stakeholders

Educate people in dementia and elderly care

Create a dementia friendly society

Support and help national Dementia and Alzheimer organizations



### Different types of dementia

Many dementias are progressive, meaning symptoms start out slowly and gradually get worse. If you or a loved one is experiencing memory difficulties or other changes in thinking skills, don't ignore them. See a doctor to determine the cause. Professional evaluation may detect a treatable condition. And even if symptoms suggest dementia, early diagnosis allows a person to get the maximum benefit from available treatments and provides an opportunity to volunteer for clinical trials or studies. It also provides time to plan for the future.



#### Diseases

Here you can read about some of the more common dementia diseases.



#### Symptoms

The different types of dementia tend to affect people differently, especially in the early stages.



#### Living with Dementia

Here we have compiled some information on what you can do to improve your quality of life following a diagnosis.

#### Treatment

Do not forget, however, that care in itself is also a form of treatment.

## Content and design

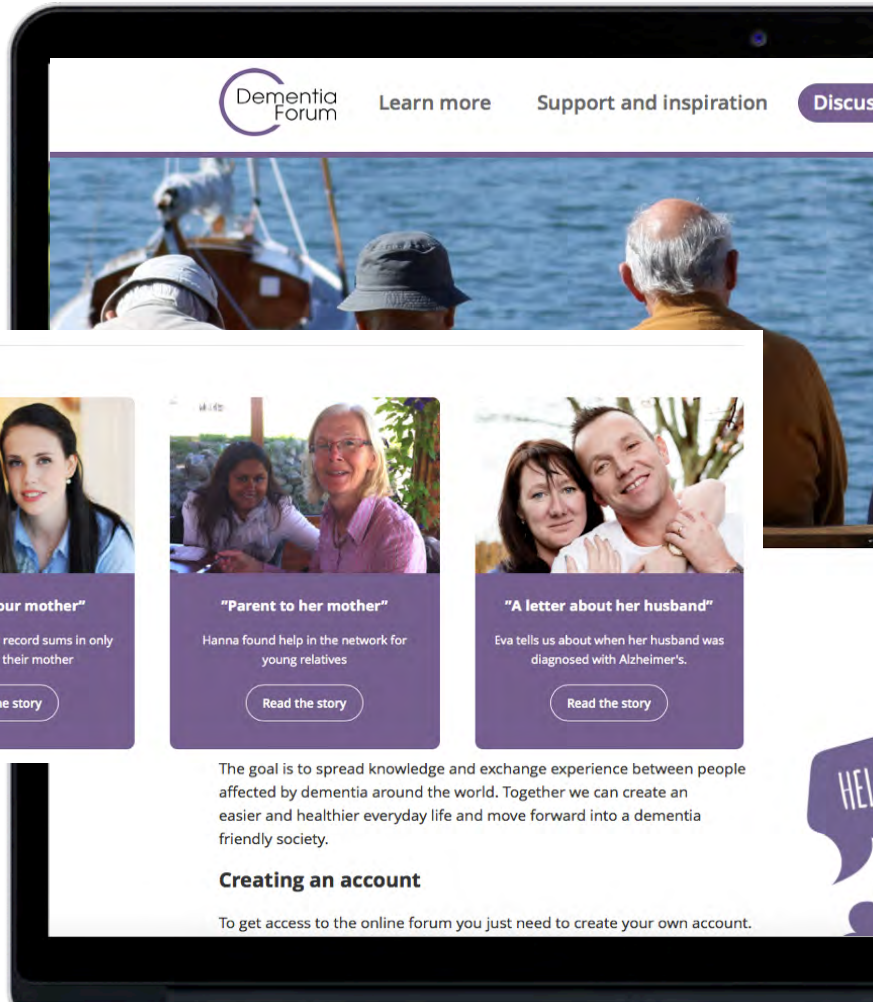
Focus on information about Dementia

User-friendly layout

Responsive design

Build to promote our collaboration partners

Easy to navigate and find relevant information.



## Features

Information and support

Online training courses in dementia and elderly care

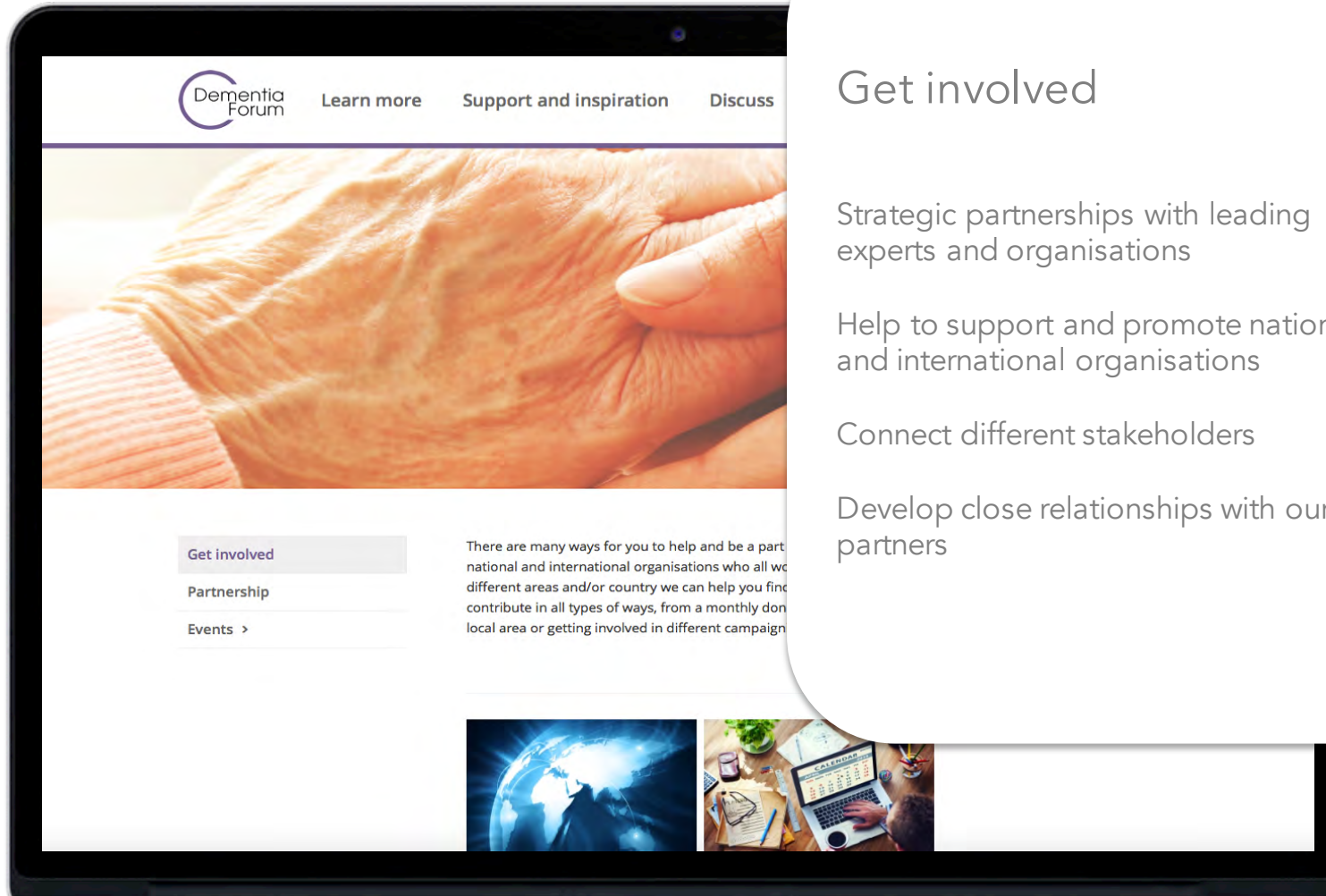
Quiz: Possibility to test your knowledge

Discussion forum: Global interactions between users.

E-shop: Dementia and elderly care products and service.

Tell your story: Testimonials

Event Calendar: Latest events and meetings



## Get involved

Strategic partnerships with leading experts and organisations

Help to support and promote national and international organisations

Connect different stakeholders

Develop close relationships with our partners



THANK YOU!