



Personalised Medicine Conference 2016

1-2 June 2016, Brussels

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University of Copenhagen
Denmark



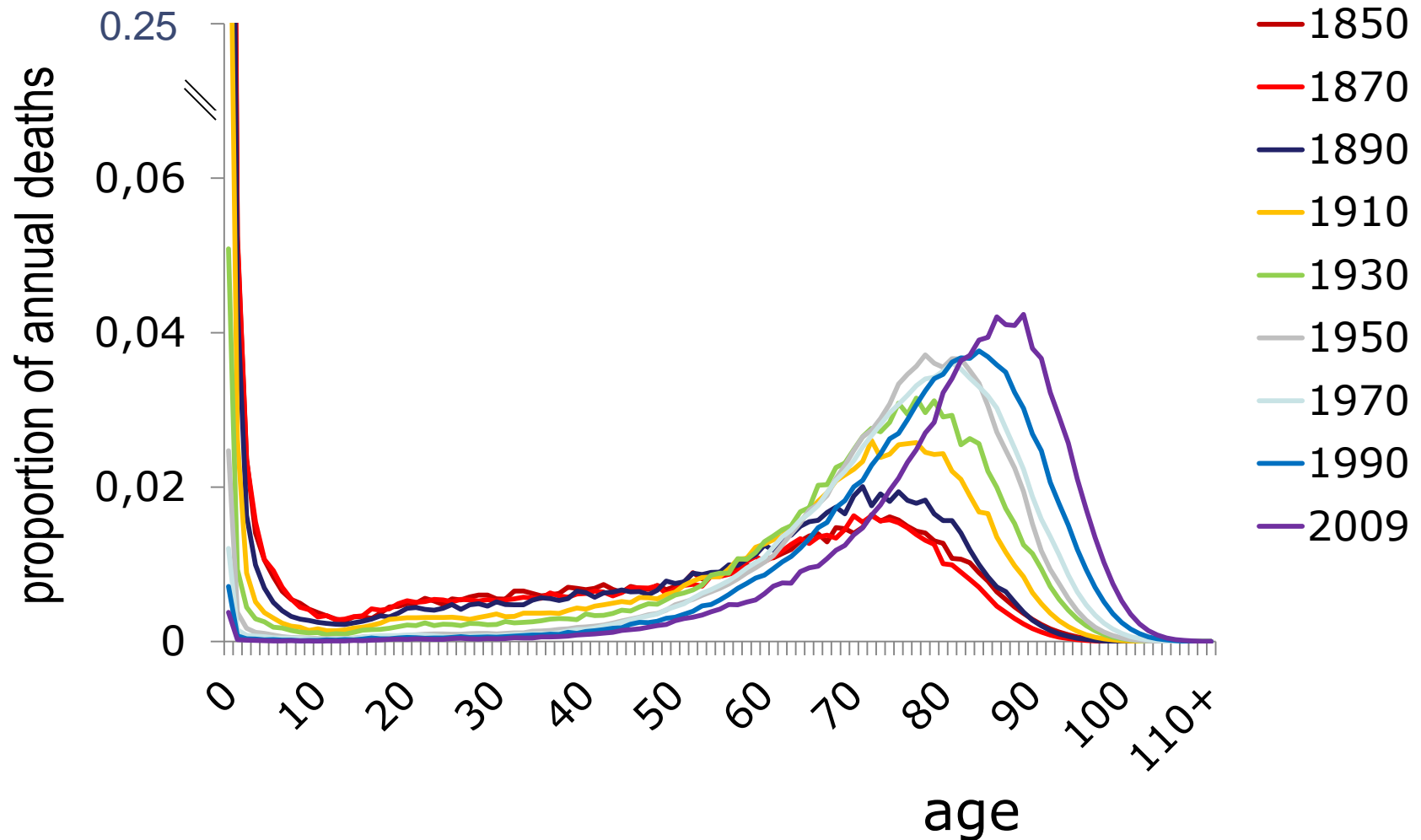
Research and
Innovation



In Need of Personalized Medical Education

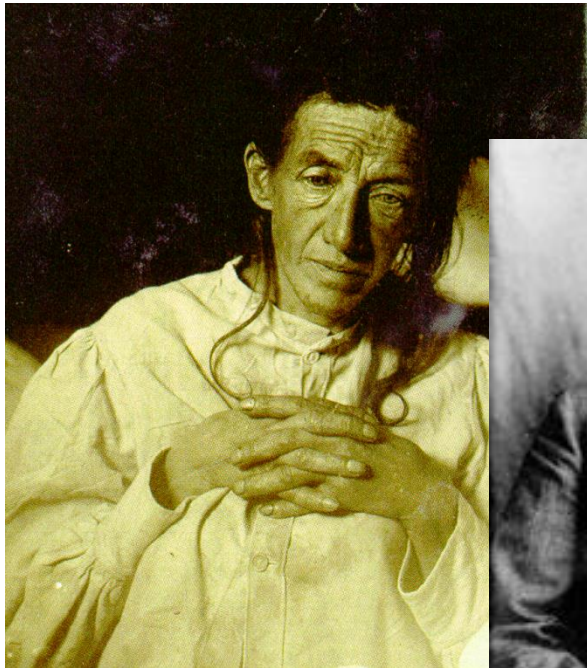
- **The Demographic Transition**
‘to learn that it is about older people’
- **Precision Medicine**
‘to learn that it is necessary but not sufficient’
- **Citizen Centric Medicine**
‘to learn addressing individual wishes’
- **Handling Comorbidity**
‘to learn helping people to help themselves’
- **Disruptive Innovations**
‘to learn on needs provisions, not services push’

The Demographic Transition

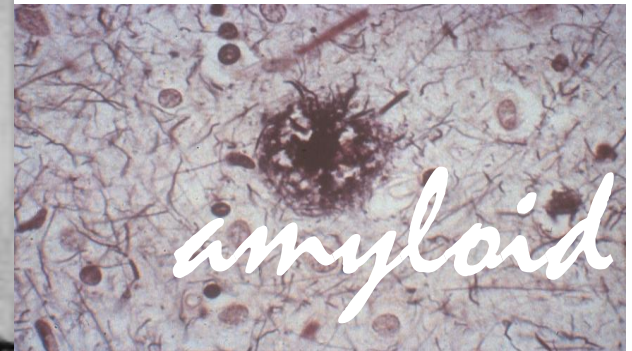




Precision Medicine

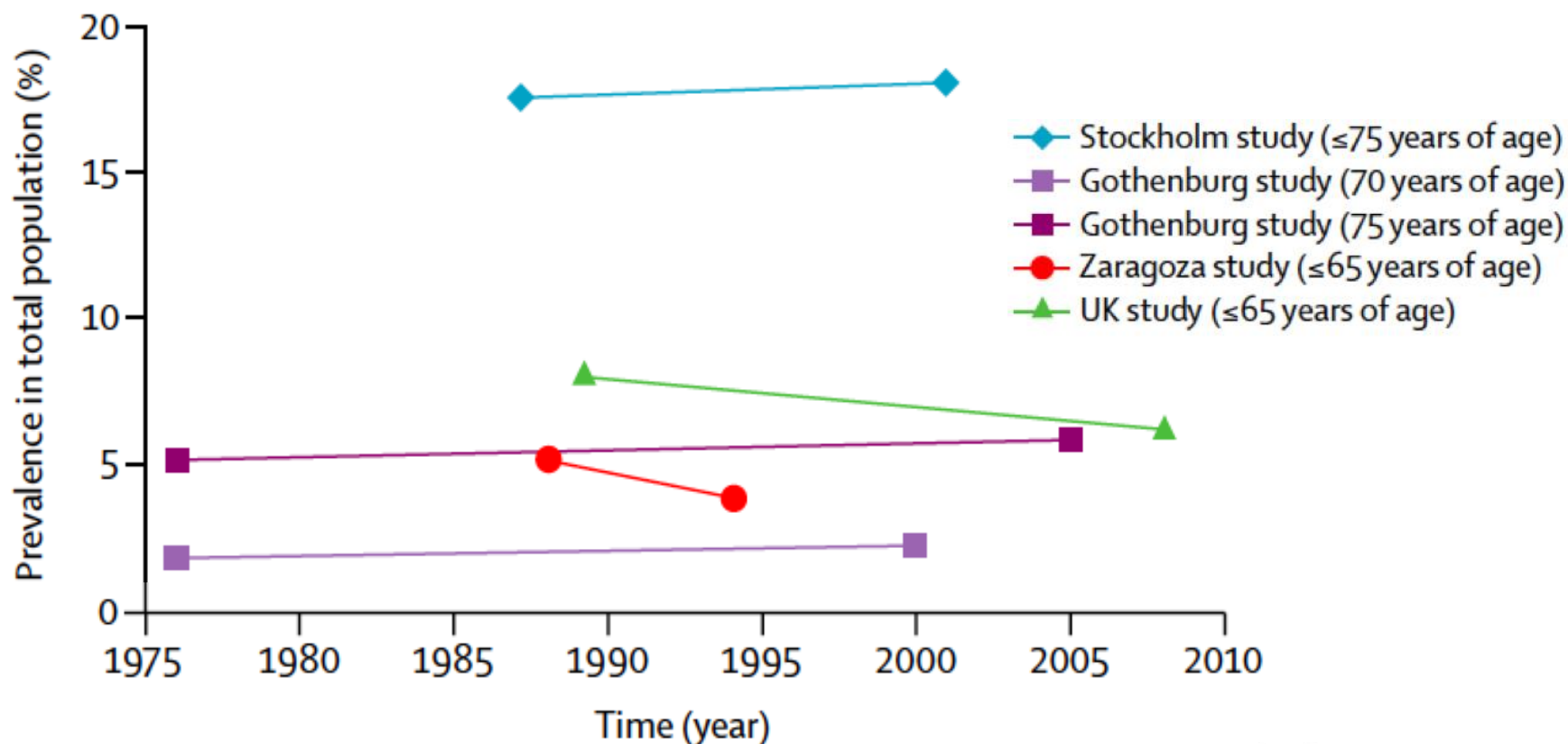


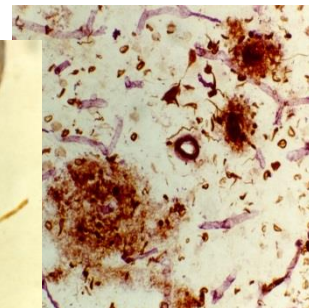
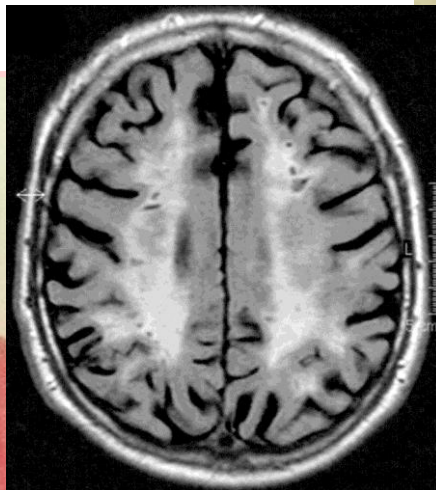
“Auguste D (54 years)
suffered from a characteristic
serious disease of the
cerebral cortex”





Waning Risk of Dementia





Vascular burden

- Microvascular damage
- Protein leakage
- Haemorrhages
- Ischaemia





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THE PAST CENTURY HAS
WITNESSED A REVOLUTION.

Less than a hundred years ago, the average Western life expectancy was 40; now it is 80. And there is no end in sight: the first person who will reach 135 has already been born.

It's the most radical change in our society since industrialisation, and naturally it raises many questions.

What do longer life spans mean for the way we organise our societies? How can people best prepare themselves for living considerably longer?

Does it help to eat less, or to take hormones, vitamins, or minerals? And what can we learn from old people who remain full of vitality, despite illness and infirmity?

Growing Older without Feeling Old is the definitive book on a key issue for the 21st century, written by one of the world's leading experts in geriatric medicine. Combining medical, biological, economic, and sociological insights, Rudi Westendorp explores the causes of the ageing revolution and explains how we can greet it with confidence and enjoy leading longer, healthier, and more productive lives than ever before.

Health/Popular Science

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RUDI
WESTENDORP

—
GROWING
OLDER
WITHOUT
FEELING
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—
ON
VITALITY
AND
AGEING

SCRIBE

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GROWING OLDER WITHOUT FEELING OLD

ON VITALITY AND AGEING

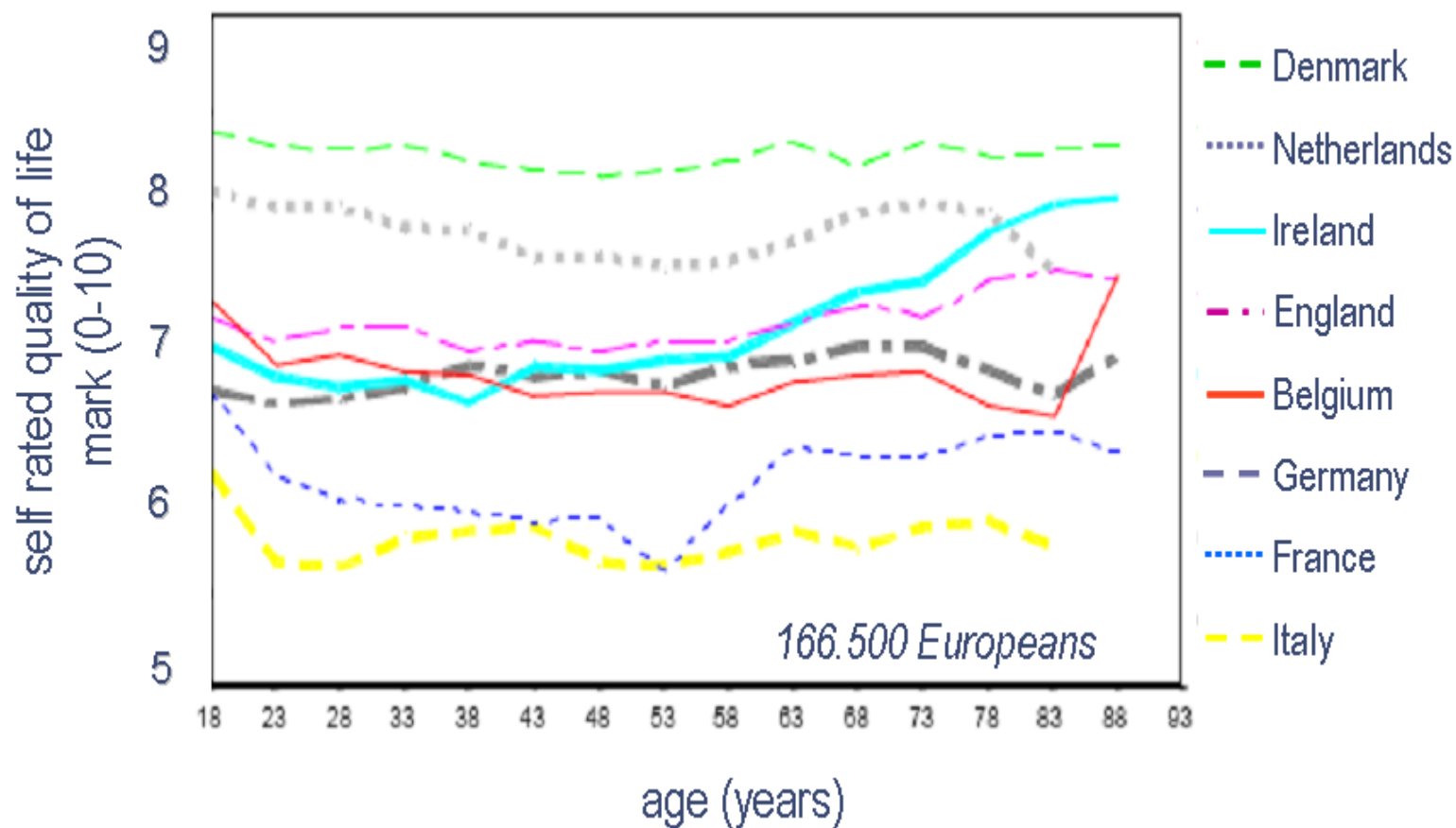
SCRIBE



European
Commission



Life satisfaction over the lifespan

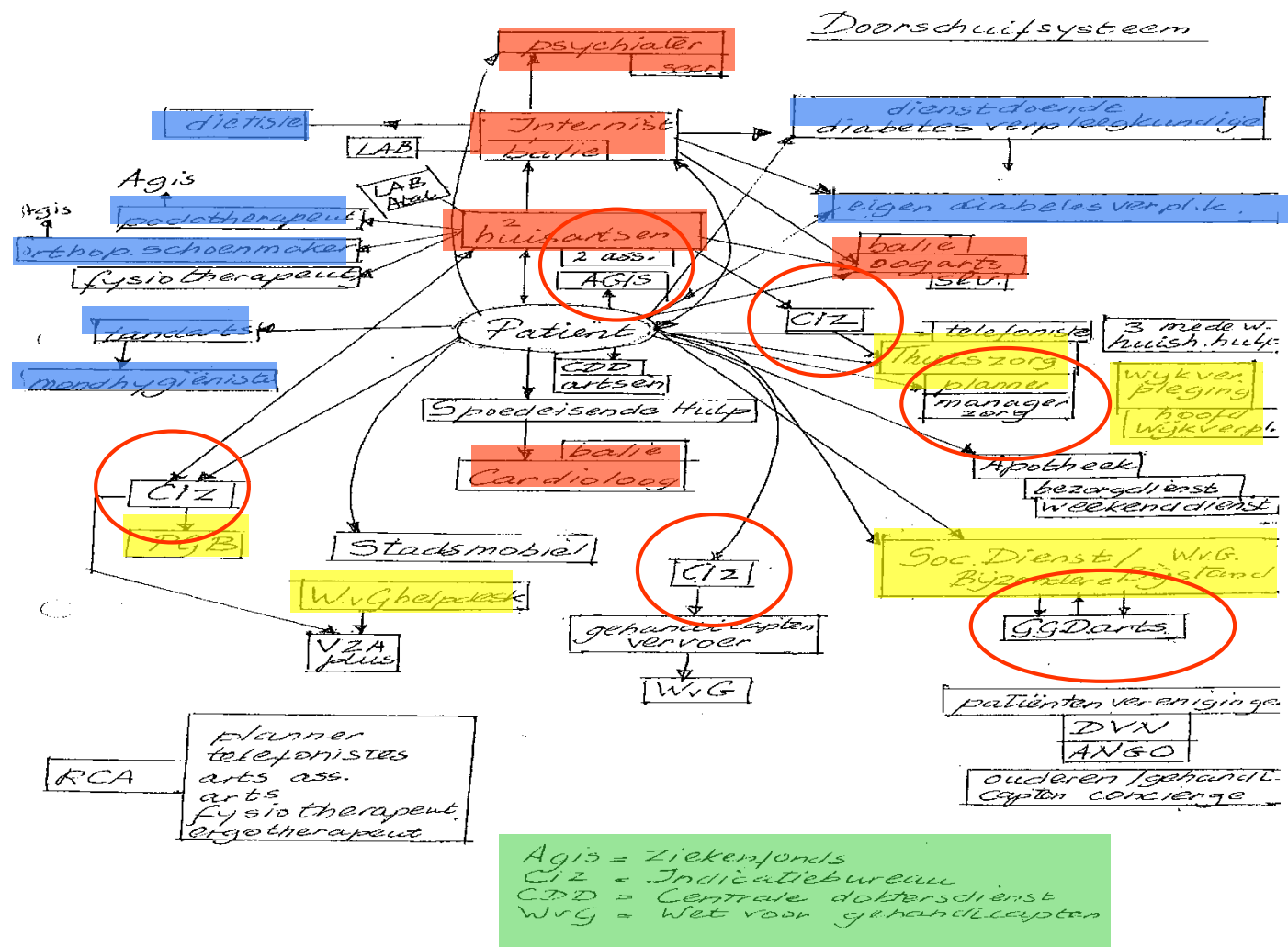




Growing old gracefully

Across the industrialized world, birth rates are falling and people are living longer. This will require a new focus on research to promote healthy ageing, rather than simply treating the diseases of old age.

Fragmented care provisions





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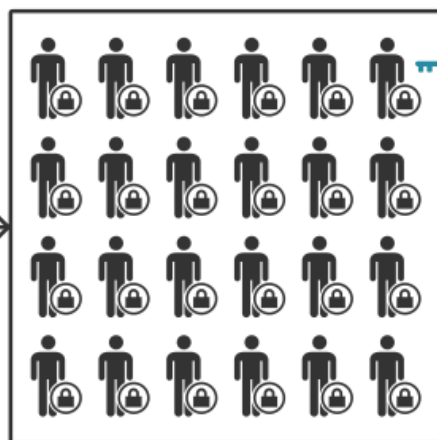


OUR HEALTH

SOURCES



MIDATA



YOU
DECIDE



RESEARCH

NEW
TREATMENTS

MIDATA enables you to gather all your different health-relevant and other personal data in one secure place.

You can decide to share data with friends or physicians or to participate in research by providing access to subsets of your data.

In that way you contribute to the development of new treatments for OUR HEALTH.

<https://www.midata.coop/>

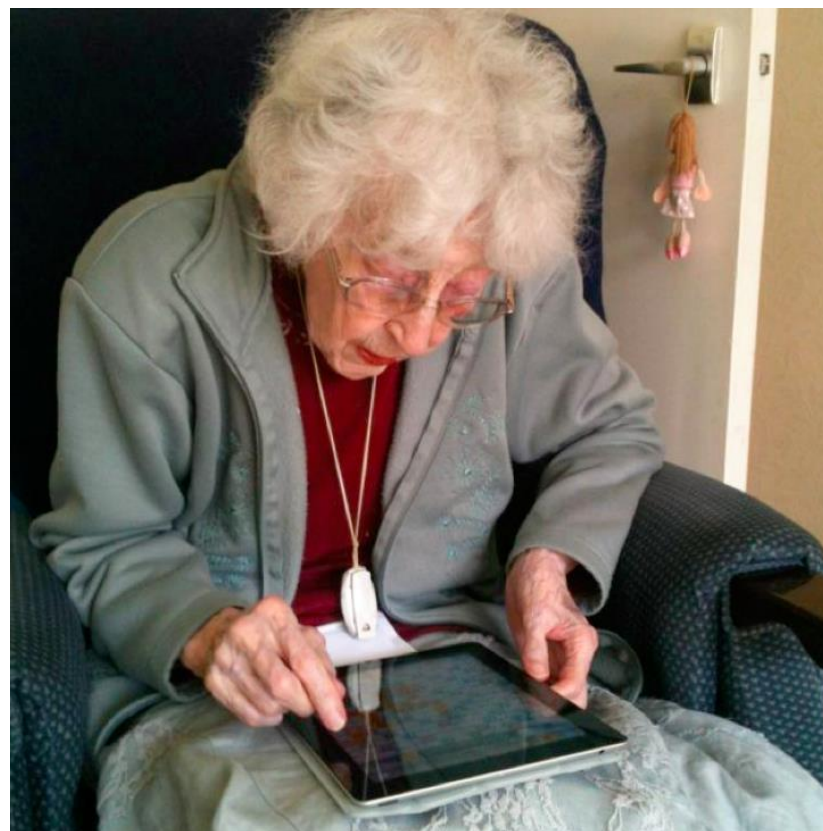
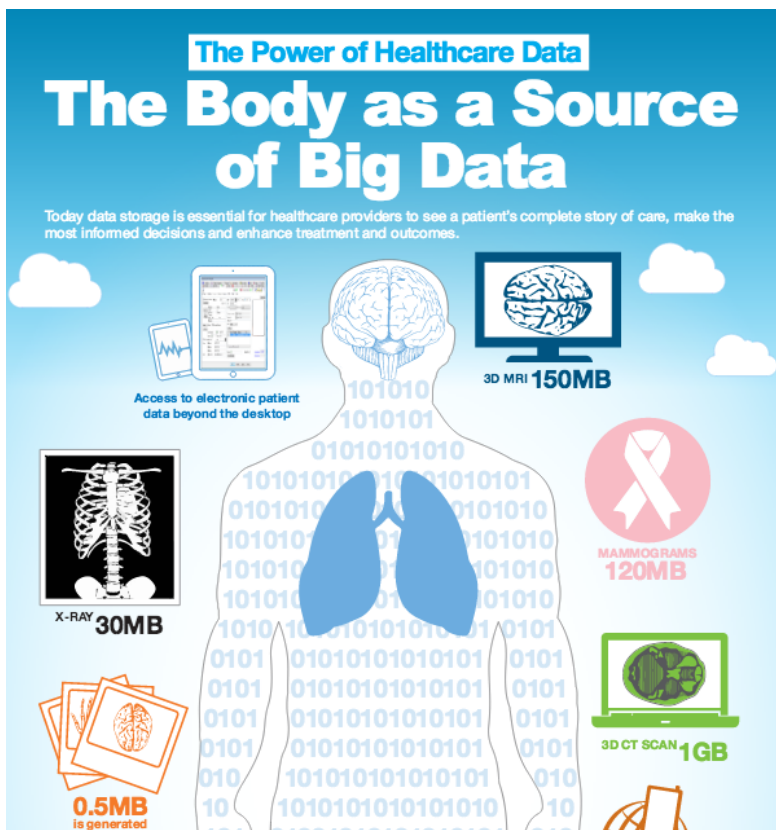


European
Commission



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Reablement
'helping people to help themselves'

personal goals

'individual'

reablement

institution

'formal'

own home

'self organisation'

professional
services

'professional'

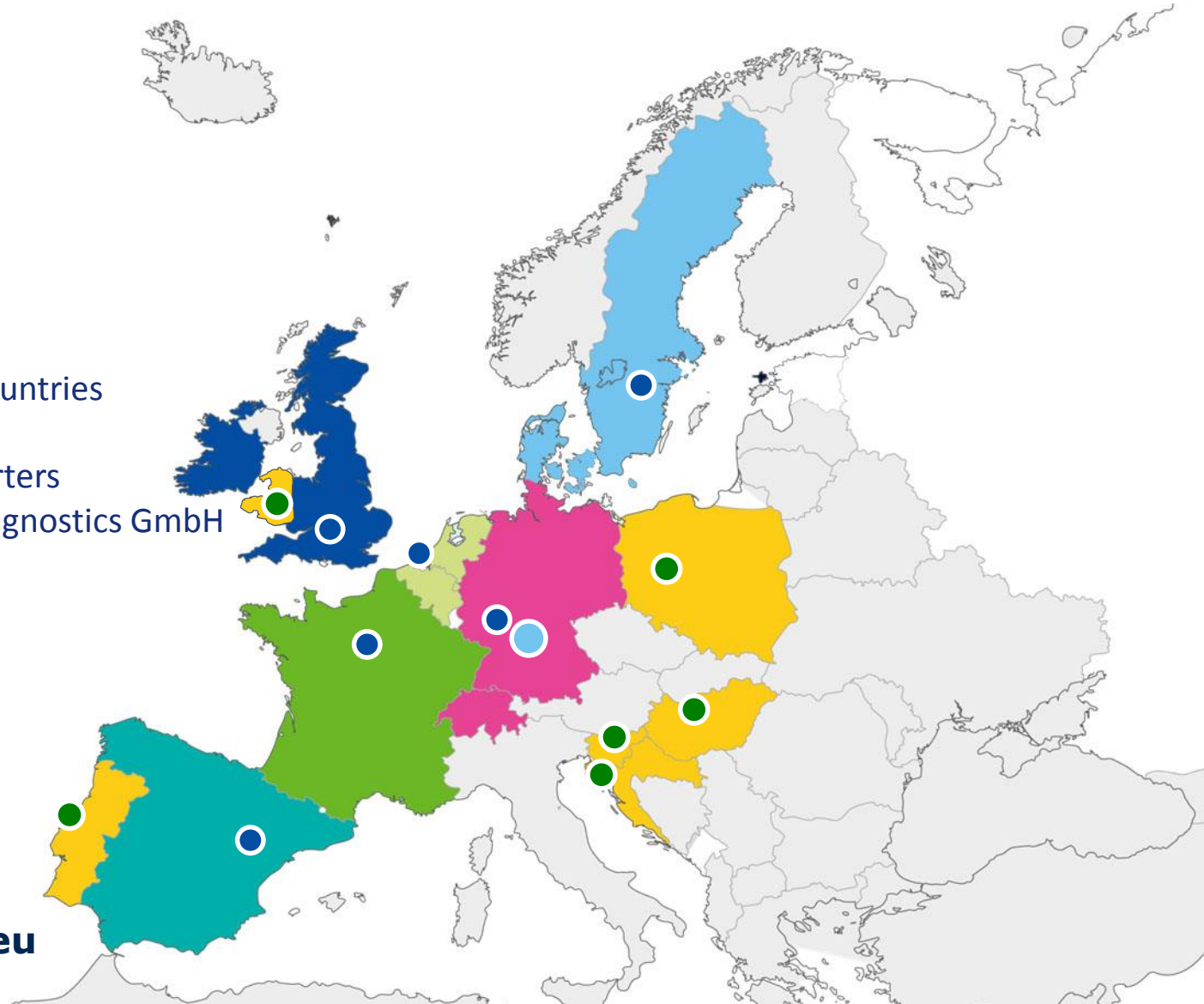
expert opinion



The Mission: EIT Health accelerates entrepreneurship and innovation in healthy living and active ageing, providing Europe's top talents with new opportunities and resources to the benefit of all citizens.

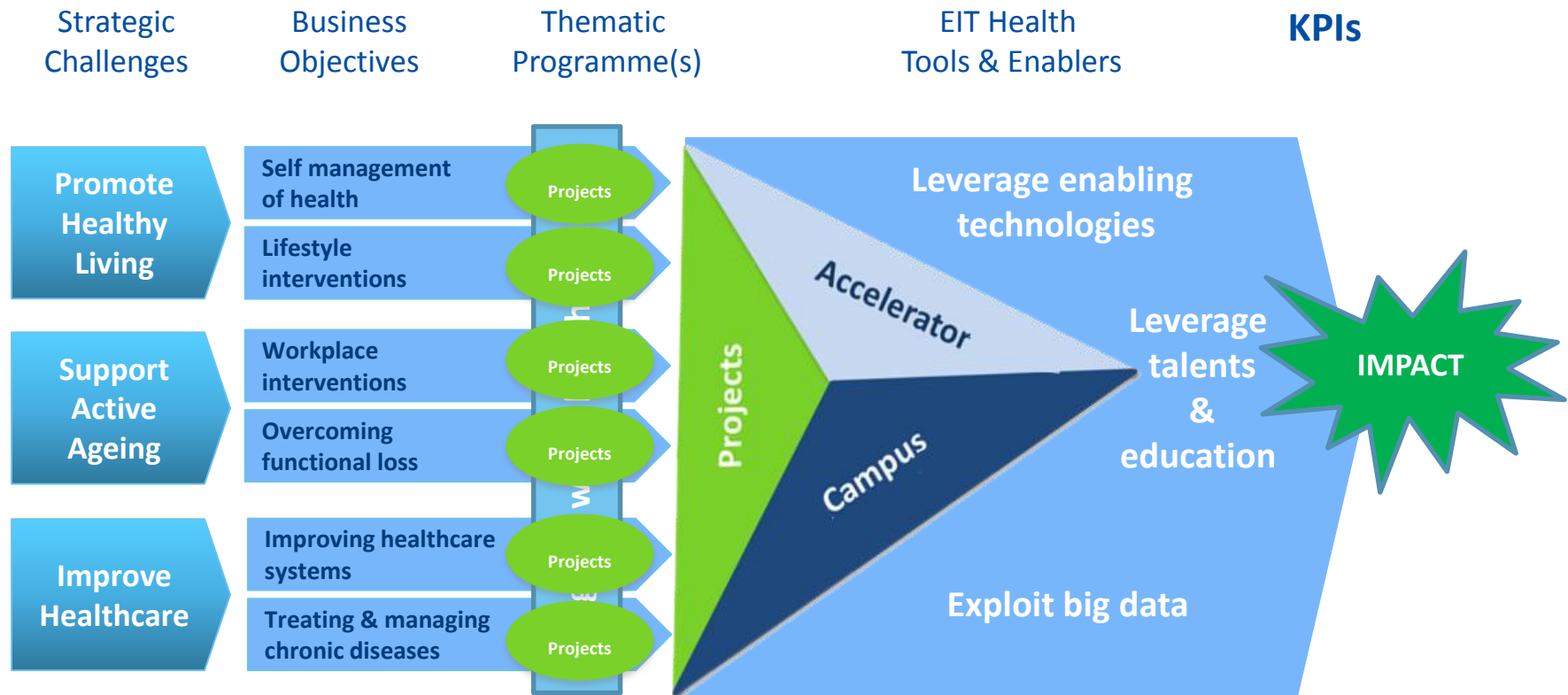
Over 140 of Europe's leading healthcare companies, organisations and educational institutions

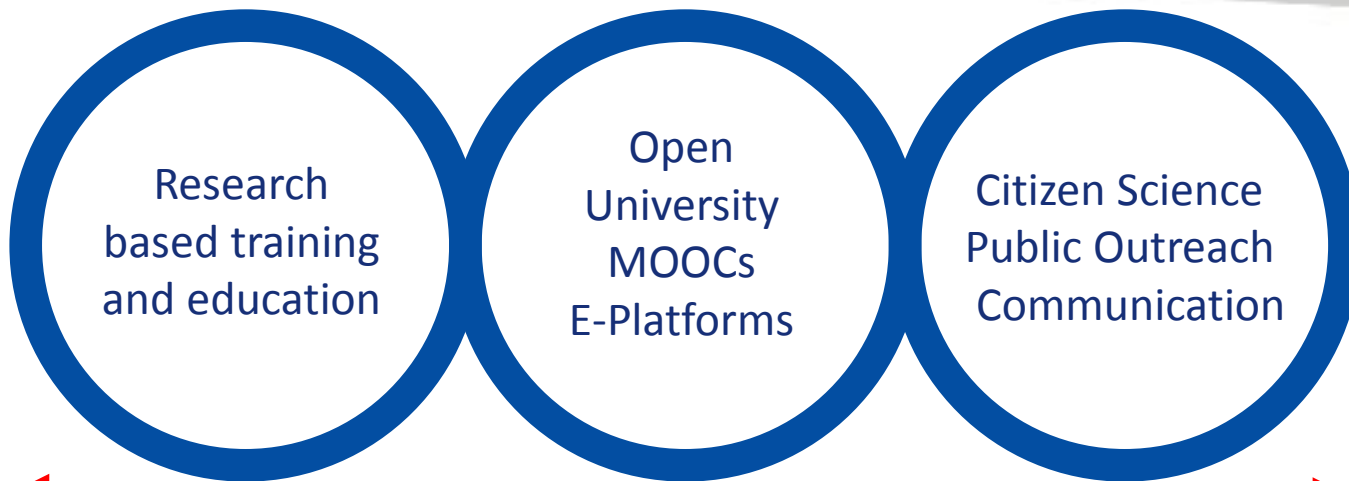
- Co-location centre
- EIT Health InnoStars countries
- International Headquarters
Coordinator: Roche Diagnostics GmbH



<https://eithealth.eu>

Healthy Living and Active Ageing





From Education to Communication



Personalized Medical Education

- The Demographic Transition
‘Teach Citizens on The Third Act’
- Precision Medicine
‘Teach Scholars Back Translational Research’
- Citizen Centric Medicine
‘Teach Professionals to Listen to People’
- Handling Comorbidity
‘Teach Frail Older People on Reablement’
- Disruptive Innovations
‘Teach Entrepreneurs on Needs Provisions’