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## CONFERENCE ABSTRACT

### **The European Blueprint on Digital Transformation of Health and Care for the Ageing Society**

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The European Blueprint on Digital Transformation of Health and Care for the Ageing Society, funded as part of the WE4AHA project under the European Commission's digital single market strategy, reflects a shared policy vision on how innovation can transform health and care provision in our ageing society. The Blueprint has centred its work on 12 personas, which were developed to enable the European Innovation Partnership on Active and Healthy Ageing (EIP on AHA) to envision realistic health and care needs of particular groups in society. The concept of “personas” was initially used by technology providers to enable the design of user-friendly solutions based on a deeper understanding of how a target user will interact with particular technologies. The Blueprint furthered this concept by developing an approach that encompasses the perspective of different actors, beginning with the perspective of the citizen or patient rather than the industry representatives. The resulting persona profiles include not only their health and care needs at their particular life stage, but also their personal aspects such as family, interests and hobbies, and daily living, as well as behavioural characteristics, which have been found to affect both short- and long-term success with interventions directed toward managing a disease or adopting wellness. The Blueprint personas have already been successfully used by various stakeholders to foster collaboration, assess or inform new solution development, and identify health and care topics that require further stimulus.

Building upon the personas, Blueprint scenarios have also been developed to provide more detail on the perspectives of other “key actors” that are instrumental to better person-centred, integrated health and care delivery and empowered lifestyle management for the persona. The scenarios therefore recognise the importance of the wider health and care delivery ecosystem by taking into account (1) the needs of doctors, nurses, social carers, public health authorities, and other care providers, among others; (2) available best practices and ICT solutions that target the personas’ identified needs and support all key actors (including the persona); (3) the relevant interactions (personas with ICT solutions, personas with key actors, key actors with ICT solutions, ICT solutions with other ICT solutions) that can support or improve the scenario outcomes; and other enablers such as data and information flow management and interoperability.

Overall the Blueprint scenarios aim to illustrate how to enable the advancement of person-centred, integrated health and care delivery by describing the digital health technologies that target realistic, current needs of different population groups, and the outcomes that have a high impact on citizens and the health and care system. These are complemented by guidance documents on essential topics such as ensuring interoperability, carers and implementing integrated care. The result are recommendations and actions points that are helping to shape the European Commission's policy and innovation activities regarding active and healthy ageing.