

M. BIDDLE, O. RIVERA, J. PÉREZ GIL (Summit chairs). **Market and policy development for an aging society conference: New avenues to fill the gap between health and welfare demands and effective ICT-solutions (AAL summit 2012).** *Gerontechnology* 2012;11(2):153; doi:10.4017/gt.2012.11.02.684.00

VENUE Euskalduna palace, Bilbao, Basque Country, Spain¹, with a virtual site visit to ISG*ISARC2012 World Conference. **ISSUE** The main objective is to address the mismatch between policy and technology in order to drive investment and to enable the deployment of AAL-solutions at scale. The purpose of this AAL-summit is to attain the following goals: (i) to provide a detailed identification of the different market barriers that currently impede AAL-solutions from being deployed and used by those who really need them, (ii) to find new ways and procedures to overcome the current market barriers, (iii) to address the need to drive AAL-products and solutions and to make them commercially available as mainstream products, (iv) to tackle the need for new policies to remove current constraints, and (v) to analyze the real needs of potential buyers and end-users to avoid mismatches between offer and demand. The rationale behind the AAL-summit is to address the central role that public policies and investments should play in the creation and development of a global aging market. Therefore, mechanisms to guarantee a stronger liaison between these key players will be discussed in order to satisfy current social health care market demands. **CONTENT** Investment activities will be of central concern as an integral part of the plenary sessions at the AAL-summit 2012. In addition, parallel sessions will follow the most appropriate format to enhance the achievement of the objectives. For instance, we will include a clinical round table to portray how the use of ICTs is a good alternative to conventional hospitalization. Participant intervention will demonstrate practical cases that improve the care of the frail elderly and people suffering from multi-morbidity, with lower costs and greater levels of satisfaction. Another example is the business corner where companies from the medical sector and other related sectors will informally discuss and share their experiences, discussing market barriers, the role of public administrations, their business plans, etc. The general objective of the conference will be to bring to light the valuable points of view of the investors and entrepreneurs in the AAL-domain: (i) how do they face this market, (ii) how do they create solid business plans, (iii) how do they compete with emerging international markets such as China, Brazil, Japan, and (iv) how do they innovate using the best practices from other countries such as USA, Canada and Israel, etc. Innovation should cover not only technology, but also the organizational requisites to achieve the adequate scale in sellers and prescriptors, within a context of social change directed towards the empowerment of citizens. This new scenario would integrate the home as a care centre, changing the conventional social health care model, and it would enable elderly people to become familiar with new AAL-technologies. Integrated care should be the scenario where the citizen is the main actor, supported by AAL-technological solutions covering his/her needs. It should also enable a more efficient use of funds, which is a critical issue when resources are limited or when sustainability is crucial. This is the reason why health technology assessment (HTA) plays an important role in ensuring that the health technologies involved (methods, devices, and systems of organization) are properly evaluated. HTA provides information to decision makers on the health, social, ethical, and economic consequences of the development, dissemination and use of such technologies. **STRUCTURE** The summit consists of workshops distributed over plenary sessions, parallel tracks and a virtual site visit to ISG*ISARC2012 World Conference. **CONCLUSION** With the conclusions of the work developed during the summit, a declaration of 10 commandments will be developed for a global AAL-market and policy development.

References

1. AAL summit 2012; www.aalsummit2012.org; retrieved April 7, 2012

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