

Session Name	Senior Care – Understanding Best Practices & India’s Way Forward
Speaker / Panelist	Ankur Gupta – Joint MD Ashiana Housing Dr Masamitsu Sugie – Tokyo Metro Geriatric Hosp, Geriatrics and Senior Care Saumyajit Roy – Antara Adarsh Narahari – Mantri Primus Sridharan - Covai Care
Key data shared	134 Million senior citizens by 2020 in India; 300 million by 2050 (356 youth in 2018) 12 Million dementia
Topics covered	<ol style="list-style-type: none"> 1. Opportunity and need for senior care 2. Special facilities required 3. Learnings from Japan
Issues highlighted Including during Q&A	<p>Blind spot in India – an already large market of 130 million senior citizens not being focused on adequately . A blind spot for India. Will be 300 million by 2050.</p> <p>Home care and Senior living facilities will be the big sectors of growth (other sectors include assisted living, nursing care, memory care, palliative care)</p> <p>Senior Living : Incentive to build up senior care facilities is a combination of monetary benefit as well as feel good – good karma. Goal is to share happiness.</p> <p>Real Estate developers most successful in setting up senior care/senior living facilities – real estate oriented but requires a heart (Antara, Ashiana, Covai Care, Primus). Ability to create assets – critical success factor</p> <p>India - aging and not aging healthily</p> <p>Home care (Portea) – the elderly require disease management and have multiple issues. Need monitoring.</p>

Problems with care givers : 1. Shortage of home care providers. Big supply constraint. 2. Training of care givers is a challenge . 3. Loyalty to the home care co is less. Often poached by patients. 4. Motivation of care givers – a challenge

For India – focus on providing healthy and happy living in the last few years of life

Key learnings from Japan (high aging population) wrt senior care (from Dr Sugie)

1. India – need to focus on geriatric medicine
2. Life-style disease – afflicts the elderly. One patient with multiple diseases. Cost of nursing care goes up
3. Japan focusing on disease, total well being (interdependence of physical, mental, social and environmental factors)
4. Japan focusing on “ healthy life expectancy”
5. Introduced exercise program in hospitals to improve frailty (avoid progress of frailty, lower incidence of disease)
6. Role of private cos to provide nursing care, insurance
7. Japan’s Ministry of Health – playing the role of providing information to municipalities
8. Focus on Healthy Life Expectancy has thrown up new opportunities in Japan :
 - a. Health tourism
 - b. Meal delivery service
 - c. Guardianship service
 - d. Data health plan service
9. Consider partnership between India and Japan for Senior Care

Solutions suggested	<ol style="list-style-type: none">1. Separate Ministry for Senior Care to give required focus. Industry status2. Reduce financial burden - Remove GST on Senior Housing3. For Senior Living problems – work on getting testimonials, focus on educating the children of elderly,4. For the elderly – focus on giving them independence, dignity5. Recognise that the elderly are an alive, vital group . Today they are better off and can afford services6. Link training of care givers with Skill India7. Mandate Senior Living facilities in all communities/areas to improve 'healthy' life span
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