

**Healthy Aging
Opportunities Summit**

Summary Report



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BACKGROUND

Context

The Jobs Board Secretariat was established to support the Jobs Board and its mandate to foster a jobs and economic growth agenda for New Brunswick. The opportunities-based economic development model is based on the idea that the competition for business investment and for highly ambitious entrepreneurs and talent has never been as high as it is today. We need to identify and align our resources to develop tangible, highly valuable and profitable opportunities that will attract investment from local businesses, communities, ambitious new entrepreneurs and multinational firms.

In order to ensure that we are considering the largest range of potential opportunities for NB’s growth, the JBS has organized a series of Opportunities Summits around the province, between late September and April 2016, in partnership with Opportunities NB (ONB) and lead departments.

Summit Objectives

- Identified long list of viable economic opportunities to explore
- Identified conditions for success in identified opportunities
- Participants had a positive experience and felt their contribution mattered
- Participants felt heard

Summit Agenda and Participants

On March 18th from 10am-3:00pm at the Miramichi Exhibition Centre in Miramichi, NB, over 70 stakeholders gathered to discuss economic opportunities within related to seniors are consumers and seniors as contributors. For a full list of attendees see Appendix A.

10:00am	Welcome and Mingle
10:10am	Remarks Minister Cathy Rogers
10:15am	Remarks Premier Gallant
10:25am	Welcome and Introductions – Susan Holt – Jobs Board Secretariat
10:35am	Aging in a New Era - Susan May, National Director Home Health General Electric Health
11:00am	Brainstorming Opportunities
12:30pm	Lunch
1:00pm	Conditions for Success
2:00pm	Groups report back
2:40pm	Remarks Minister Victor Boudreau & Premier Gallant
3:00pm	Next Steps and closing

WHAT WE HEARD

Opportunities

Participants were divided into 12 tables of 6 and were given 30 minutes to discuss the future of healthy aging in NB.

- **Imagine it is 2040, what could healthy aging in New Brunswick look like?**

Healthy Aging in 2040

- Ability to self-manage chronic conditions
- Less fear of technology
- Services at their finger tips
- “uberizing” homecare
- Ability to live independently longer
- Technology will interact with people in a more human way
- Wearable technology will be affordable
- Driverless cars – more independent rural communities
- Seniors talent would be better utilized
- Client centered and integrated healthcare system
- People will do more healthcare prevention
- Genetic research will allow for prediction of patient health – services will be developed and delivered
- Access to big data will help identify trends to permit dissemination of information to physicians to avoid unnecessary tests and speed up diagnosis
- Rapid transportation – access to services
- Continuum of health care – daycare services with senior care
- More intergenerational spaces
- A shift in our perception of seniors (reduced loneliness and stereotypes)
- More facilities to accommodate seniors for exercise and social activity
- Smart technology to allow seniors to stay home longer
- Support for informal caregivers
- More walkable neighborhoods
- Less ageism
- More age integration in communities
- 2040 consumer/contributor
 - Hale – fiercely independent, engaged, physically active
 - Frail – Can live alone, safe, connected, heard, reassured, transportation – connected, fast, easy, low cost
 - Affluent – cash to dispose, assets in reserve, local for profit investment, charitable, easy, secure, healthy investment fund

- Destitute – no cash, maybe assets, volunteer, community program access, guaranteed quality of life
- Dependent – can't live alone, trained home support, affordable
- Re-energized – entrepreneurs, seniors helping seniors, maintaining purpose
- Age of senior pushed to greater than 75
- Accessible healthcare rural and urban

They were then given 30 minutes to discuss the short term opportunities which would help realize the 2040 opportunities.

What are the opportunities for growth within healthy aging in the next 3 years?

These opportunities are outlined below:

Age Friendly Communities (5 tables mentioned this topic)

- Municipalities can play a leadership role to have intergenerational programs and opportunities and offer services needed for seniors
- Connected communities – health centers
- Make connections with seniors and the community
- Age-friendly communities that bring joy into their lives i.e. community gardens, community centers, music, cooking, etc.
- Home care with community integration
- Keep in mind when building infrastructure

Intergenerational (5 tables mentioned this topic)

- Multi-purposed public infrastructure i.e. seniors travelling on school buses and bike lanes for senior's tricycles
- Redesign care homes to include classrooms for students – sustain rural communities, gives seniors purpose – critical to healthy living, and helps younger generation learn
- Create opportunities for community collaboration
- Intergenerational volunteering, seniors mentoring
- High school students must volunteer with seniors for credits

Senior Workforce (4 tables mentioned this topic)

- Offer a legislative framework to remunerate seniors in the areas of their interest and expertise
- Flexible pension/retirement policies so people can work past retirement or decide to return back to work.

- New models of employment (remuneration, mentorship, etc.) for primary and extended care)
- Registry of retired executives, professors, trades, etc. to share experience, teach and guide youth

Tech/Data (5 tables mentioned this topic)

- Technology/education – help seniors connect with caregivers and family to provide safety and security. Caregiver require adequate education
- Technologies to help people maintain healthy lives and manage chronic diseases
- Access to smart technologies for 65+
- Information, data and research provided to the private sector to enable entrepreneurial ideas that benefit seniors
- Encouraging technology and innovation in health care by being early adopters and a test lab, supporting a culture of change

Caregiver Workforce (3 tables mentioned this topic)

- A stable/strong workforce for community human service workers with standardized education, appropriate remuneration, better regulations and standards
- Take care of the caregiver
- Improved salaries for caregivers

Active Living (3 tables mentioned this topic)

- Business opportunities for active living, for example have a seniors section at the gym or during off times
- Incentivize healthy living, i.e. reduce insurance cost, tax deduction on proven healthy living
- Active healthy living destination, health retreats, resorts

Redesign homes (2 tables mentioned this topic)

- Promote aging in place – retrofitting homes, enabling boomers to build housing to age in place, tax incentives
- Redefine home

Parahealth (2 tables mentioned this topic)

- Harmony between rural and urban – open access to problems (cost\$) phrased in a question (market solutions) – better use of pharmacies as parahealth centers
- Parahealth teams – adopt technology community, market solutions to user

Other (each of these ideas was mentioned once)

- Seniors uber
- Asset crowd sourcing now

- Find barriers and reduce them - Ministry of seniors – social development, health – one solution approach
- Nutrition programming for seniors in their homes and communities
- Senior tourism opportunities are maximized year around i.e. draw seniors to NB during lobster season
- Focus on individual rather than on the person's age
- Residential home services to respond to special needs to prolong independence
- Tailor strategies to different age segments with in seniors
- Maritime collaboration – health network
- Create a network of seniors for seniors to help seniors
- Homecare training for dementia

Conditions for Success

Then tables were asked to choose an opportunity from the ones identified in the previous activity and to identify conditions for success within each of the 5 pillars in the Jobs Board economic policy framework.

Opportunity – Para-health	
People	<ul style="list-style-type: none"> ▪ Difficult to implement in rural areas where most needed and beneficial ▪ Inter-professional health professionals – paranurse into homes (OTs, RTs, RA, extra mural)
Ideas	<ul style="list-style-type: none"> ▪ New technologies not necessary physical presence ▪ New health economy – telehealth, digital health ▪ Repurpose hospitals <ul style="list-style-type: none"> ○ Convalescence and chronic – lower cost to acute care/surgery ○ Inter-professional in home – new employment structures ○ Mandate for change
Money	<ul style="list-style-type: none"> ▪ Need to invest in parahealth before cutting back on tertiary care ▪ Milestone driven pilots – open access <ul style="list-style-type: none"> ○ Co-funding – public – private (NB – NDA) ○ Invest in change and slow manage reduction ○ Procurement strategy 60:40 (private / duality)
Infrastructure	<ul style="list-style-type: none"> ▪ Successful pilots need to be employed - focus on several not all ▪ Service provision model 60:40 model
Nimble Business Climate	<ul style="list-style-type: none"> ▪ Legislative barriers to overcome <ul style="list-style-type: none"> ○ 2 people, 2 weeks, 2 pages rule ○ Access to health economy ○ Right to sell home grown solution to NB ○ Joint governance – public/private ○ Real time evaluation ▪ Communication – tertiary care (acute) > intermediate > primary care (home)

Opportunity – Age-friendly Communities	
People	<ul style="list-style-type: none"> ▪ Grandparents, parents, grandchildren – intergenerational living concept *need employment for other generations to stay ▪ Architects ▪ Rural and urban champions ▪ Service providers – pharmacy, physicians, hairdressers, gyms, etc. ▪ Connectivity, knowledge of architecture ▪ Grassroots/community driven ▪ Professional credential body for personal support workers ▪ Education and awareness of the benefits of seniors in our communities ▪ Municipal involvement
Ideas	<ul style="list-style-type: none"> ▪ Multiple generations living in single dwelling ▪ Affordable through cost sharing

	<ul style="list-style-type: none"> ▪ Large multi-unit complexes designed for multi-generation ▪ Services available in subdivisions ▪ Integrate people and services ▪ Environmentally friendly living environment – walking trails ▪ Healthcare in community ▪ Culture change – valuing seniors as active participants ▪ Age friendly is better for everyone ▪ Knowledge transfer opportunity
Money	<ul style="list-style-type: none"> ▪ Non-profit ▪ Private-public partnerships ▪ Tax policies ▪ Incentive programs ▪ Environmental/climate incentives ▪ Repurpose land, repurpose buildings ▪ Subsidies ▪ Co-ops ▪ Motivational incentives ▪ Tax credit for making homes age friendly
Infrastructure	<ul style="list-style-type: none"> ▪ European model ▪ Repurposing buildings and schools ▪ Healthcare in the community – healthcare in homes of the people ▪ Repurpose large homes ▪ Will look different in each community ▪ Connected care – rural ▪ Building code standards – universal design philosophy ▪ Shared services – utilities, cell phones, etc. ▪ “low income” health care – expand internet access and transportation
Nimble Business Climate	<ul style="list-style-type: none"> ▪ Municipal zoning ▪ Pilot project ▪ Tax policies ▪ Incentive programs ▪ Government should just set the conditions ▪ Looking outward at other jurisdictions best practices (i.e. Scandinavia)

Opportunity – Active Living

People	<ul style="list-style-type: none"> ▪ Transportation – buses off hours ▪ Communities learning ▪ Community gardens ▪ Best practices from other communities
Ideas	<ul style="list-style-type: none"> ▪ Promote – active sports i.e. pickle ball, lawn bowling, curling, skating, running/walking clubs, roller skating ▪ Working with municipalities ▪ Dancing – stimulate mind and body ▪ Age friendly cities
Money	<ul style="list-style-type: none"> ▪ Private sector investment in infrastructure

	<ul style="list-style-type: none"> ▪ Corporate donations ▪ Music events
Infrastructure	<ul style="list-style-type: none"> ▪ “Practicipation” program – rinks and arenas ▪ Transportation accessible
Nimble Business Climate	

Opportunity – Intergenerational

People	<ul style="list-style-type: none"> ▪ Municipalities ▪ Schools ▪ Home Care ▪ Community Centres ▪ Associations ▪ Universities ▪ Community Colleges
Ideas	<ul style="list-style-type: none"> ▪ Use the skills and experiences of retirees and youth ▪ Coaching and Mentoring ▪ Value the ideas and knowledge of the elderly
Money	<ul style="list-style-type: none"> ▪ Education ▪ Municipalities – friends of the elderly ▪ Intergenerational recreation and parks ▪ Intergenerational meeting points
Infrastructure	<ul style="list-style-type: none"> ▪ Intergenerational housing ▪ Cohabitation – schools ▪ Utiliser milieux accessible pour les activités ▪ Walking trails ▪ Recreation spaces ▪ Infrastructure with a vision for all ages
Nimble Business Climate	<ul style="list-style-type: none"> ▪ Regulations adapted to all the population

Opportunity – Home Support Care

People	<ul style="list-style-type: none"> ▪ Introduce career opportunities in home health and support early ▪ Significant labour market shortage ▪ More robust training model ▪ Effective wage model ▪ Employers – new relationships with GNB for sustainable services
Ideas	<ul style="list-style-type: none"> ▪ Conduct market research on aging and ensure private sector access – innovate ▪ Research and development of cardiac planning case management model, allied health and social service

Money	<ul style="list-style-type: none"> Income assessment tool prevents private sector investment – need to evaluate private sector
Infrastructure	<ul style="list-style-type: none"> Senior housing – link to health info, income, services Private sector investment in development of assistive devices and technology
Nimble Business Climate	<ul style="list-style-type: none"> Invite companies with a focus on home health to come together, link with data, provide hub and summit for innovation

Opportunity – Tech and Data

People	<ul style="list-style-type: none"> Innovators – support from universities Better access – communicate more with the caregivers Need a bridge between R&D and the market Need entrepreneurs with knowledge on how to get money and marketing Retired executive registry – willing to share experiences and mentorship Seniors Teachers – tech training Engineers IT Tech savvy health Awareness of the opportunities in senior services Entrepreneurs
Ideas	<ul style="list-style-type: none"> Dial 711 one stop shop for seniors– navigation through the system – customer care focused system – person centered (not voice mail) Senior friendly technology – fear of privacy concerns – not invasive but preventative monitoring proactive care
Money	<ul style="list-style-type: none"> Knowledgeable venture capital – scale up money Private industry to invest – Medtronic, GE, Siemens, etc. Tech transfer money – we need more Gerry’s Crowd funding
Infrastructure	<ul style="list-style-type: none"> Living labs NB needs to be a living lab NB is a microcosm of Canada Public transportation Leverage IT infrastructure Medical technology cluster Research chairs Universities
Nimble Business Climate	<ul style="list-style-type: none"> Adoptive program built and tested in NB Marketing support – need to speak about NB positively Politically enabled business development culture Reduce red tape – quicker decisions

Opportunity – Senior Care Workforce

People	<ul style="list-style-type: none"> ▪ Find ways to attract men to the field -change the gender stereotype ▪ Language appropriate services ▪ Train immigrants more
Ideas	<ul style="list-style-type: none"> ▪ Standardized education appropriate wages, benefits, better regulations ▪ Create a central workforce strategy for the entire continuum of care ▪ Create a way to truly measure the overall true value of this workforce to the entire system (i.e. a full economic impact study for the required investment)
Money	<ul style="list-style-type: none"> ▪ Partner with private and public educators and businesses for co-ops and apprenticeships ▪ Strategic investment to improve recruitment and retention issues – improve wages
Infrastructure	<ul style="list-style-type: none"> ▪ Opportunities for more accessible learning programs through improved technology ▪ Provide workers with tablets, computers, smart phones and the necessary education to use them.
Nimble Business Climate	<ul style="list-style-type: none"> ▪ Fully bridge standardized education programs that are accessible, expandable, and adaptable to the specific area of care. ▪ Partner with the other agencies to share training ▪ Create career laddering that is appealing for young people

Opportunity – Seniors in the Workforce

People	<ul style="list-style-type: none"> ▪ Labour shortage ▪ Trained labour force ▪ Generation who wants to contribute ▪ Lots of skills ▪ Inform employer
Ideas	<ul style="list-style-type: none"> ▪ Network with seniors ▪ Need to be creative about how it will look ▪ Adapting opportunities ▪ Possible senior watch ▪ Program to recognize volunteers ▪ Flex transition to retirement
Money	<ul style="list-style-type: none"> ▪ New ways to compensate ▪ Tax credits ▪ Exchange/recognition
Infrastructure	<ul style="list-style-type: none"> ▪ Redefine senior ▪ Support seniors in learning technology ▪ Database registry of existing skills
Nimble Business Climate	<ul style="list-style-type: none"> ▪ Flexible time and working age ▪ Seniors must be included

Opportunity – Redesigning Home

People	<ul style="list-style-type: none">▪ Educate: architects, designers, care professionals, developers, seniors, families, government
Ideas	<ul style="list-style-type: none">▪ Government promote and support our people to integrate proper technology and innovative thinking▪ Smart technology
Money	<ul style="list-style-type: none">▪ Investors with entrepreneur spirit▪ Private▪ Senior investment pool
Infrastructure	<ul style="list-style-type: none">▪ Design standards▪ Proximity to services to support aging in place and new housing design▪ Health and safety legislation
Nimble Business Climate	<ul style="list-style-type: none">▪ Aging in place does not fit with current government policy▪ Incentive and support to kick start a new vision for aging in NB

LESSONS LEARNED

This summit was the 18th in a series of sector specific Opportunity Summits throughout the province therefore much was learned to improve for the future summits:

What went well

- Keynote was informative
- Great venue
- Lots of detailed conversations

What could be improved

- More participation from innovative entrepreneurs
- More timely report dissemination
- More outreach and participation from First Nations
- Poor weather conditions limited the ability for people to travel

NEXT STEPS

Summit Survey

Following the summit a survey was sent to the participants to collect additional input on the ideas discussed and the event itself. This feedback helps us to assess which discussions resonate beyond the summit, as well as to continue to improve future summits.

Summit-Specific Report

Following each summit a report of the ideas generated (this document) and participant feedback (Appendix B) is shared with all participants following the summit.

All-Summits Report

After the full series of summits have been completed a final report will be prepared and shared with all summit participants. This is meant to provide visibility of the ideas generated from other summits and to highlight common themes related to the opportunities.

Early Opportunities

The Jobs Board Secretariat plans to identify and advance initial opportunities coming from the summits in partnership with Opportunities NB and lead departments, and to test the opportunities-model of economic development using the 5-policy pillar structure on these early opportunities. We will also identify opportunities that would benefit from further study and those that government is not well-positioned to lead, and share this assessment with the community of participants and interested New Brunswickers.

Implementing Policy Conditions for Growth

Finally, with your help, we will identify the best growth opportunities for New Brunswick. The Jobs Board Secretariat will lead the formation of cross-departmental teams, the development opportunity plans and measures, and assist in the implementation of the necessary policies to create the conditions growth. GNB will then track the progress and outcomes of these efforts and report those findings.

Future Summits

Consideration is being given to hosting follow-up summits in 2016 and early 2017 to explore whether this approach is demonstrating early results, discuss how it could be improved, and what has changed with the opportunities for NB's economic growth.

APPENDIX A: ATTENDEES

Name/Nom	Organization
Jean Arsenault	Medtronic
Bruno Battistini	NB Health Research Foundation
Nathalie Blanchard	AFESSNB
Dr. Keith Brunt	Dalhousie University NB Biomatrix
Barb Burnett	Atlantic Institute on Aging
Sonya Burrill	NB Families for Midwives
Liette Clement	Nurses Association of NB
Matt Crossman	AmbulanceNB
Roger Doiron	Societe des enseignantes et des enseignants retraites francophones du Nouveau-Brunswick
Cindy Donovan	NB Council on Aging
Suzanne Dupuis-Blanchard	NB Council on Aging
Steve Epworth	NB Council on Aging
Donna Evans	STU/Third Age Centre
Dr. Dolores Furlong	UNB Faculty of Nursing
Haley Flaro	Ability NB
Marc Gallant	Alleira Living Fredericton
Glenn Gale	IBM
Charles Gaudet	Innovations Solutions Inc.
Amanda Hachey	Facilitator
Jodi Hall	NB Association of Nursing Homes
Lisa Harris	MLA
Gillian Hoyt-Hallet	Stan Cassidy Centre
Glen Hughes	Epsilon 5 Engineering
Percy Huntington	NB Senior Citizens Federation
Kevin Hurley	Deloitte
Anthony Knight	NB Medical Society
Judy Lane	Kings Way Lifecare Alliance
Louis LeBouthillier	ACOA
Stephane Legacy	Vitalite Health Network
Johanne Levesque	Couceil conomique du Nouveau-Brunswick
Bill MacKenzie	Social Policy Research Network
Raj Malik	Medtronic
Jacqueline Matthews	NB Council on Aging
Susan May	GE Healthcare
Ken McGeorge	Alzheimer Society of NB
Greg McKim	CBI Health Group
Yvonne McLaughlin	Association des aines de la capitale

Name/Nom	Organization
Anna Migchel	Massage2Go
William O'Driscoll	GE Healthcare
Johanne Perron	NB Coalition for Pay Equity
Jean –Francois Pelletier	Department of Social Development
Nadine Peters	Paradise Villa
Neil Ritchie	Invicta Health Inc.
Christine Saunders	Paradise Villa
Dr. Erik Scheme	Institute for BioMedical Engineering
Jan Seely	NB Special Care Home Association
Dr. Sanjay Siddhartha	NB Council on Aging
Joel Simard	GE
Annabelle St. Laurent	NB Council on Aging
Christina Taylor	Verosource Solutions Inc.
Ron Toivanen	NB Council on Aging
Nicole Tupper	Horizon Health Network
Lisa Williams	Unicare Homecare Services
Donna Leggatt	NB Health Research Foundation

GNB Participants	
Premier Brian Gallant	Premier
Hon. Victor Boudreau	Minister of Health
Hon. Cathy Rogers	Minister of Social Development
Bill Fraser	MLA
Lisa Harris	MLA
Claude Allard	Department of Health
Heather Burse	Department of Health
Dan Coulombe	Department of Health
Craig Dalton	Department of Social Development
Kathy Densmore	Department of Health
Lisa Doucette	Department of Social Development
Lorna Ganong	Department of Social Development
Susan Holt	Jobs Board Secretariat
Hemant Kumar	Jobs Board Secretariat
Marie Lariviere	Opportunities NB
Mario Leger	Department of Social Development
Veronique Leger	Department of Health
Gisele Maillet	Department of Health
Tom Maston	Department of Health
Joan McGowan	Department of Social Development
Allison Michaud	Department of Health

GNB Participants	
Sara Miller	Department of Health
Janet Thomas	Department of Social Development

APPENDIX B: PARTICIPANT FEEDBACK

Coming Soon