

The life-cycle of health
and wellbeing

Golden years

Home and community care during golden years

The first large post-war generation is now entering old age. The share of citizens over 75 is growing, and the goal of the healthcare service providers and decisionmakers is to help the elderly to lead an independent, well-balanced life at home. To achieve this goal, the availability of easy-to-use technology, the flexibility of urban infrastructure and architecture, and the role of social and health services are all crucial.

As the effects of chronic conditions are especially clear in the aging population, the need of supported care and rehabilitation in healthcare services is increasing. Quality of life is among the most important drivers in all efforts directed at elderly care. The roots of good life are in sound physical and muscular fitness, tight social networks, access to culture and leisure time activities. The key here – in addition to prevention – is keeping the elderly fit and active, which in its turn supports independent living at home.

THE GOAL OF THE HEALTHCARE SERVICE PROVIDERS AND DECISIONMAKERS IS TO HELP THE ELDERLY TO LEAD AN INDEPENDENT, WELL-BALANCED LIFE AT HOME.

Technology with a good heart

AINOACTIVE IS A TOTAL SERVICE CONCEPT DESIGNED TO BOOST A PERSON'S FITNESS FOR WORK. THE SOLUTION COMPRISES A HEALTH CHECKUP, GUIDANCE PROVIDED BY A HEALTH AND WELLBEING SPECIALIST AND A PERSONAL, WEB-BASED HEALTH FOLDER.

"The idea is that the user – both the employee and his or her organization – benefit from the personalized, preventive care. This way we can, for instance, pick up early symptoms that later on can lead to chronic conditions such as cardiovascular diseases," says **Jyrki Eklund**, managing director of AinoActive.

The "average" working man or woman without any specific health risks can use the AinoActive health promotion concept to stay fit and store wellbeing-related data, but the solution can be taken to another level, as well.

"Working ability is greatly affected by chronic conditions, such as diabetes, vascular diseases and diminished functionality of the back, neck and joints. As an intervention tool we offer organizations and their employees an integrated solution, which combines institutional rehabilitation and self-care," Eklund adds.

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"We wanted to create an ambulatory rehabilitation method, and needed a collaboration partner with top-of-the-class expertise in cardiovascular and respiratory disease treatment. That's when Corus-Fit came into the picture."

"We had part of the technology and resources, CorusFit the cardiology expertise and real-time monitoring technology. Together we could produce a winning formula, and now we're in the middle of expanding our rehabilitation solution to new markets such as Asia."

"The key is longevity – the average AinoActive fitness project lasts about 18 months and helps the users to gain visible results.

Those who need intervention will be directed to planned and supervised exercise training, such as cardiac coaching. After the training people will be in such a good physical condition that they can progress to the self-care path," Eklund concludes.

