

“Health and Longevity in Romania”

A Pilot Project of the Medical Cluster “Health Romania”

Under the Leadership of Ana Aslan International Foundation

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Consortium)

9th FITS Forum, 17-19 November, 2016, Bucharest

What is the Medical Cluster “Health Romania”?

- ★ **The Medical Cluster “Health Romania”** is the first medical cluster in Romania, which brings together top healthcare institutions, healthcare providers, professional organizations, higher education institutions, medical tourism facilitators, organizations etc. and is open for affiliation to other entities involved in the medical field (travel companies, insurance, transport, hotels, financial institutions, etc.) in order to jointly promote the highest level of quality in patient care.
- ★ Founded in April 2014, the cluster aims to capitalize the resources and accumulation of the field in a flexible and modern organization, able to establish active relationships with patients from home and abroad and with similar European and international organizations. The Medical Cluster “Health Romania” is registered and recognized by the Romanian ministries and also by the European structures.
- ★ The board of the Medical Cluster “Health Romania” has established the main actions of the cluster, has approved the internal regulation and main responsibilities. It outlined a comprehensive program of asserting medical potential of Romania, based on quality and trust, supported by marketing and by the required promotional activities.

“Health and Longevity in Romania”: A Pilot Project of the Medical Cluster “Health Romania” Led by Ana Aslan International Foundation

- ★ AAIF joined the Cluster on the 15th of March 2016 and was invited to assume the leadership role for the project presented here, based on its expertise and background in the field of healthy aging – in terms of research, education and medical services

The Ana Aslan International Foundation

The mission of the Foundation is to promote the healthy aging, longevity and quality of life, based on understanding and respect for the uniqueness of the human being through a holistic diagnosis of cerebral and biological age, starting with the age group of 35-45 years.

The Ana Aslan International Foundation history

Worldwide honoured scientists have decided to establish as founder members, the ASLAN ANA INTERNATIONAL FOUNDATION, a nongovernmental and non-profit organization in Bucharest in 2001.

- Offers high-quality services in the field of Brain-Aging.
- The main activity is the research and development for delaying aging and for the prevention medicine with primary concern on neuro-degeneration.



The predictive, preventive and personalized approach of the geriatric patient in Romania



Ana Aslan International Academy of Aging

- is the scientific research department of Ana Aslan International Foundation

has assumed, redefined and developed **the concept** created by Prof. Ana Aslan



the integrative holistic approach of individual aging whereas the brain aging, as a major risk factor of a modern and consumptive society, represents a pillar reference

The Ana Aslan International Academy of Aging is an European and international Brand

The values and principles of Ana Aslan International Foundation were embodied in the **brand “Ana Aslan International Academy of Aging”** – a mark of excellence in the longevity medicine & prevention of brain aging by early identification of risk factors and customizing individual attitude towards aging – otherwise an irreversible fact.



The Ana Aslan International Academy of Aging is an European and international Brand

- Registered and protected trademark in Romania (OSIM Certificate no 53483/2001). for the international classes of products and services : 10, 16, 35, 36, 41, 42 and 44.
- Registered and protected trademark for the international classes of products and services 3 and 5 (nr. TM230458/2005, TM250205/2006).
- International registered trademark (No 008287245 / 30.10.2011) for the international classes of products and services: 10, 16, 35, 36, 41, 42 and 44.



Principles of the 3P (Preventive, Predicted, Personalized) Medicine

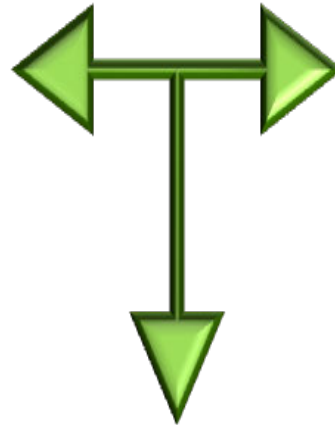
- 3P Medicine – a new philosophy within the medical assistance
- Innovative biotechnologies for **pathologies' prediction**
- The development of the **preventive strategies** for these
pathologies at the right time
- The development of the **personalized treatments**

Pathology is caused by the interaction of genetic factors with the environment

The Biopsychosocial Model

Individual, internal factors predisposing to pathology

(age, gender, certain genetic polymorphisms, oxidative and methylomic stress, vitamin deficiencies, inflammation, endocrine, metabolic and immunologic disruptions)



Inner and environmental factors (infectious, smoke, pollution, social and climatic stress, level of education and lifestyle etc.) as triggers of the internal susceptibility to disease
→disease onset

Subtle, cumulative alterations
(Genome stability alteration)

Disease susceptibility / onset

F Borrell-Carrió et al., 2004.
The Biopsychosocial Model 25
Years Later: Principles,
Practice, and Scientific Inquiry.
Annals of Family Medicine
2:576-582

The key components of 3P Medicine:

- **protocol of population based screening,**
- new diagnosis markers elaboration/implementation,
- targeted risk factor prevention of the 3rd age pathology
- elaboration of highly personalized treatments schemes
- facilitating the addressability to the doctor and the implementation of ethical rules.

Expected results:

- life quality significant improvement in elderly and elderly patient
- efficient low-cost medical assistance,
- a highly improved health system
- reducing the social burden of caring for the chronic elderly patient

3P Medicine principles

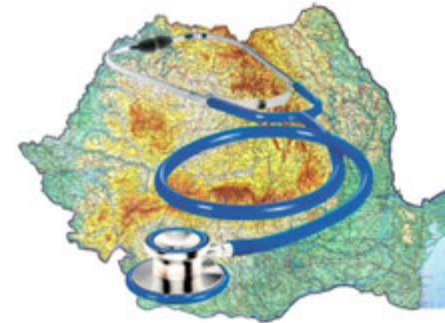
- offers adequate solutions for 3rd age pathology-related issues

Prediction in the field of early brain aging - the key for a healthy aging

Personalised therapeutic approach and elaboration of highly-efficient preventive strategies

the essential coordinates for a healthy aging and for the elaboration of efficient health programs for elderly

The current situation in Romania



- ★ If in the 70's Romania was ranked 15th in the world in receiving tourists, and health tourism had a privileged, prestigious place, especially with regard to the added value, today Romania's position is much lower in the specialized rankings. The use of health resources is facing a difficult period: doctors, patients and other human resources are leaving the country.
- ★ On the other hand, if we talk about health and its exploitation through tourism, the quality investments in the health and human resources, the sound Romanian medical school and the existing competitive opportunities make us aware that we are close to the instalment of the necessary dynamics.
- ★ There are already well-working sectors for patients/tourists from Romania or from abroad.

THE PROGRAM

“HEALTH and LONGEVITY IN ROMANIA”

- ★ Is a modern, integrate and multidisciplinary concept which may best reveal and put into practice the 3P Medicine and the Romanian Health Tourism, by :
 1. delaying the physiological aging
 2. preventing the pathological aging
 3. facilitating a correct treatment
 4. developing personalized and individualized health programs

- ★ Is based on 3P Medicine approach (predictive, preventive and personalised) able to combine:
 - a. The modern geriatric therapy
 - b. The natural and bio-climacteric cure elements
 - c. Wellness
 - d. Alternative medicine

HOW WILL THIS CONCEPT BE REALISED?

By:

- A. A correct target group definition
- B. Establishing specific target group objectives
- C. A customized case management for each beneficiary
- D. Adapting and personalizing the concept for each resort or medical centre wishing to participate in the project.

THE TARGET GROUP & THEIR SPECIFIC OBJECTIVES

- ★ 2 large groups (with broad services packages, afterwards personalized):

1. TURIST PATIENTS with ages between 30 and 45 or between 45 and 65 years

- for which the focus should be on preventing strategies for risk factors decreasing
- **Objective:** to delay the physiologic aging process and to prevent the pathologic aging

2. PATIENTS over 65 years old

- for which the aim is to prevent the pathologic aging and to develop the concept of “A HEALTHY, INDEPENDENT AND ACTIVE AGING”
- **Objective:** to offer them a SPACE and TIME of relaxation, calm, harmony, silence but also to help them regain their dynamics, self-trust and serenity
- **Why?**
Because together with aging the chronic pathologies are hard to bear and also, these services may both help the patient and healthcare system by reducing the healthcare costs.

Case management - diagnose

- I. Identification of tourist-patients needs, requirements and expectations:
 1. STANDARDIZED QUESTIONNAIRE – to be applied in the medical office on the 1st day of stay
 2. PHYSICAL AND PSYCHOLOGICAL HEALTH STATUS EVALUATION
 - i. Obligatory performed by a physician – GP, family doctor, Geriatrician or Rehabilitation doctor
 - ii. Contains:
 - i. The natural history of life
 - ii. Health generally status
 - iii. Multidimensional GERIATRIC EVALUATION – a minimum screening of geriatric-psycho-cognitive assessment
 - iv. Biologic markers tests (laboratory test including determination of free radicals) and imaging tests
 - v. Riskograms - the basis of next therapeutic management to be applied during the entire stay.

Case management – the solution

II. PACKAGE OF SERVICES PERSONALIZATION – the personalization will be made for each patient but also adapted for each centre and its specific.

1. PREVENTION – Prediction – especially for the age groups of 30-45 years and 45- 65 years
Complementary therapies (acupuncture, reflexotherapy, phytotherapy, apitherapy, etc.)

- spa-wellness-relaxation procedures
- Kinetotherapy
- Sliming programs, aqua-gym, detox

2. CURATIVE – procedures for recovering therapeutic components within resorts.

3. PREVENTIVE & CURATIVE – Longevity therapies (including treatments with GEROVITAL and Romanian original products, dermato-cosmetic treatments, recommendations for neutraceuticals, etc.)

Complementary services

A. TRAINING PROGRAMS

I. On THERAPEUTICS

- for reducing/optimizing the therapeutic schemes

II. On NUTRITION

- nutritional therapies
- personalized diets
- bio regimes
- detox

○ III. FUNCTIONAL TRAINING

- Aiming to integrate in patient's lifestyle some treatment procedures he followed during the cure

B. OCUPATIONAL THERAPIES

- For patients who need rehabilitation and/or recovery

Sustained Competitiveness: New Areas of Innovation in Medical Services





AAIF – INNOVATIVE VECTOR FOR A HEALTHY AND ACTIVE AGING

The Romanian Pilot Site of E-Health Platforms Evaluation and Validation for Ambient Assisted Living projects (AAL)

WHAT CAN WE GAIN FROM AAL PROJECTS?

- ★ **Smart assistive devices and apps -valuable solutions for:**

- integral bio-psycho-social therapy and rehabilitation assessment
- disability support for maximum independence
- integration of people with disabilities within their social environment and within the society at large
- improvement of personal security as well as personal and family care
- a better quality of life for caregivers

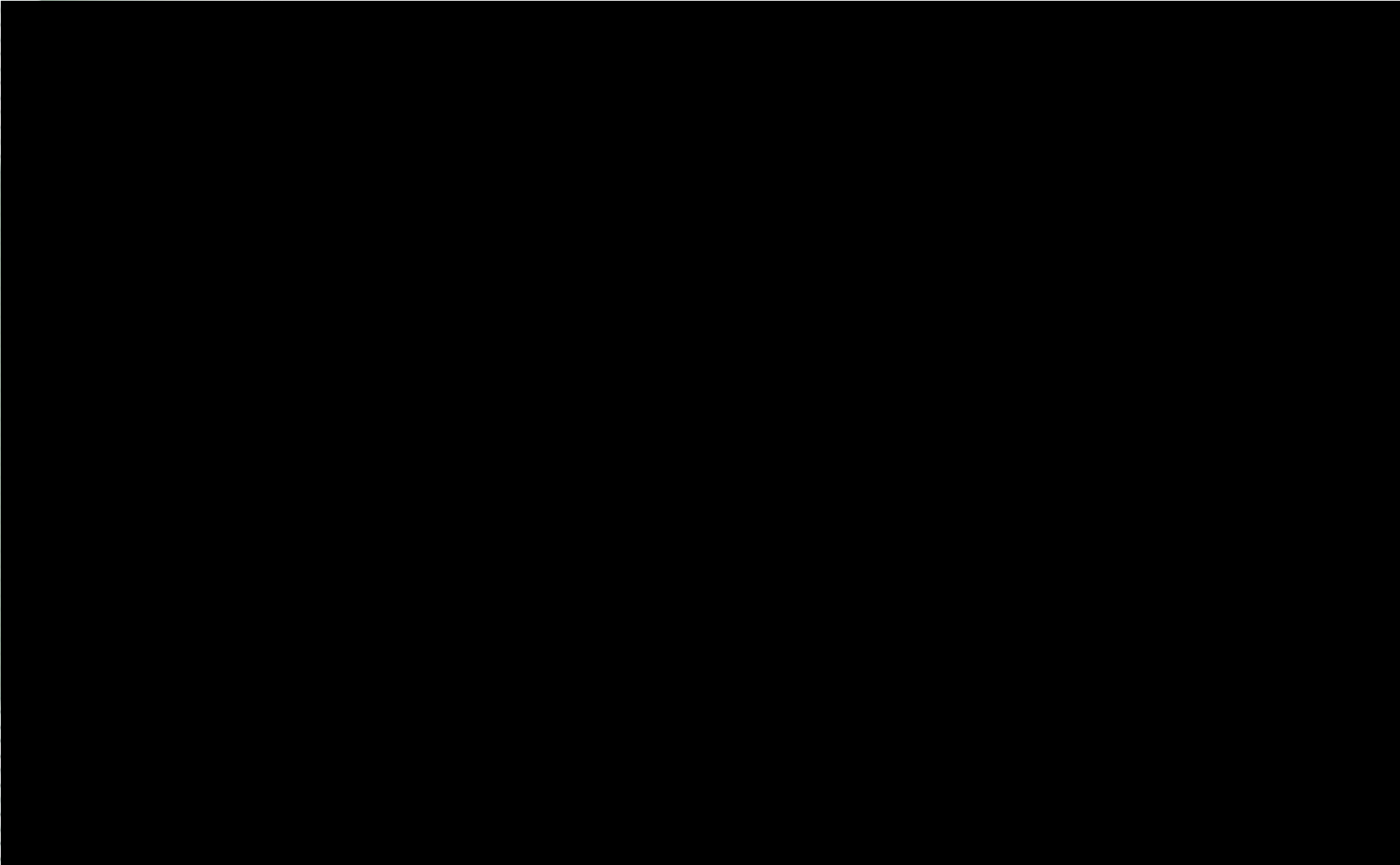
- ★ **Services and products - great diversity of “high tech” solutions related to:**

- mobility and prosthetics
- physical assessment, treatment and rehabilitation
- support of daily living activities
- urban accessibility, transport and architecture
- accessibility in the work place
- sensorial impairments (visual and hearing)
- cognitive disability, including affective and social issues
- access to information and alternative communication

CONFIDENCE: Mobility Safeguarding Assistance Service with Community Functionality for People with Dementia



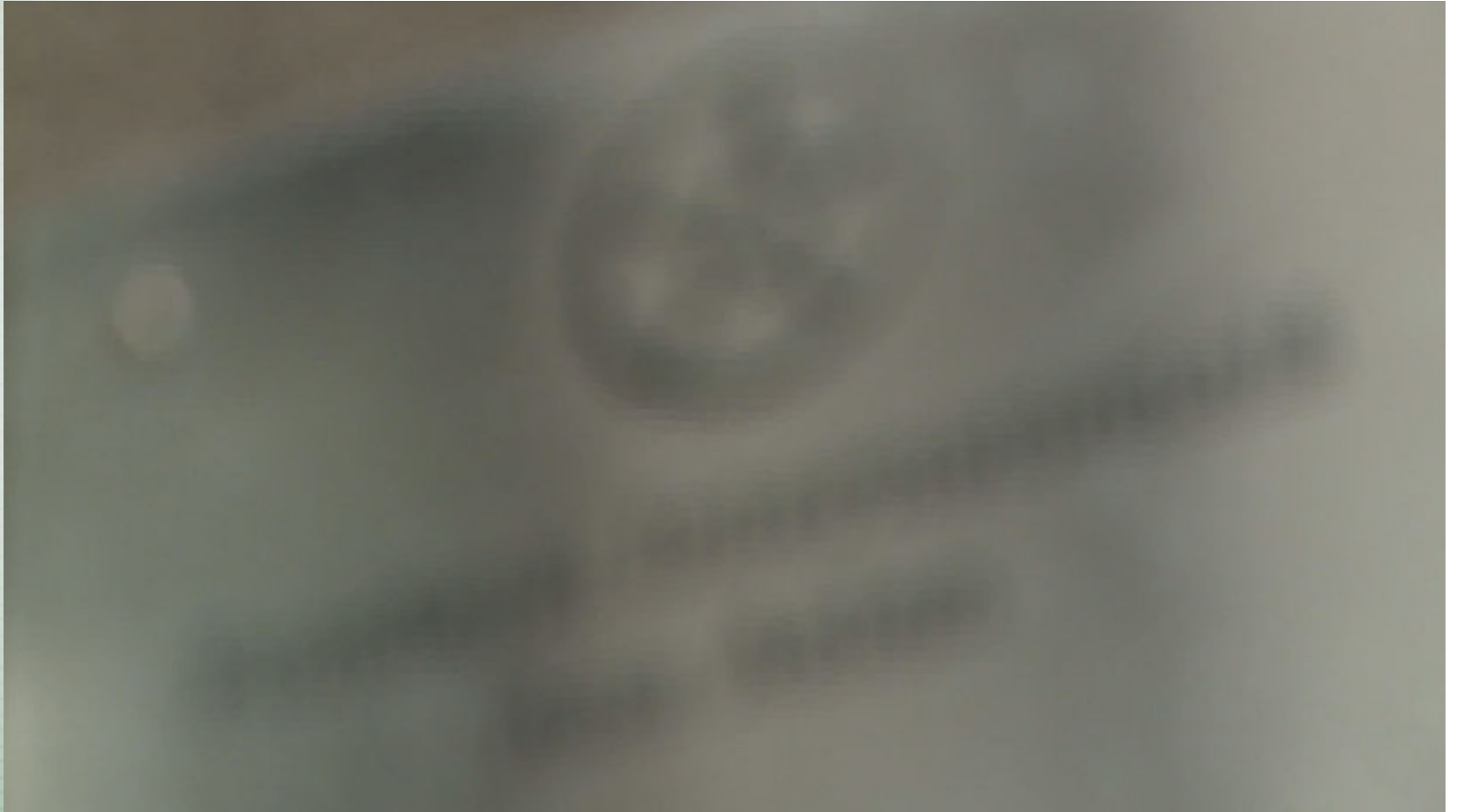
- ★ based on clouding computing and Smartphone technology
- ★ applications for dementia patients with two components:
 - ★ **a personal assistant on the smart phone** – to enhance indoor-outdoor mobility of the dementia patient
 - services: outdoor orientation and tracking, medication and appointments reminder, weather information, navigation, security alarms with “just in time” help)
 - provides different levels of assistance that can be adapted, depending on the situational needs of the patient and the degree of orientation loss
 - ★ **a community web portal** to facilitate:
 - carers’ action and interaction for assisting the dementia patient’s needs
 - **integration** and **expansion** of the existing **social network** for the elderly



CONFIDENCE was awarded the AAL Awards
(both jury and public award) in 2014



AAIF Movie



Healthy Brain Aging



Healthy Aging

Thank you for attention!

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