Digital health and active and healthy ageing (AHA): Panorama and priorities in the USA

Digital health R&I priorities
(National Institutes of Health & the National Institute on Aging division)

- Research to understand the biological, interpersonal, and societal factors of aging
  - The aim is to create effective interventions for the treatment and prevention of age-related diseases, disorders, and disabilities, and to address Alzheimer's and dementia, as well as aging-related health disparities.
- Digital tools for health promotion and disease prevention
  - Health technologies are increasingly being explored as a viable avenue to improve access to care, reduce costs, and improve health outcomes for not just the elderly, but for the general population overall.
- Independence at home through telehealth services
  - Telehealth services will continue to be implemented in the USA. They will benefit seniors with multiple chronic conditions to receive care from primary care teams in their homes to reduce hospital readmissions.
- Favourable conditions for health technologies development
  - Digital therapeutics, the IoT, AI, blockchain, and other technologies are expected to play a pivotal role in health care. The Government aims to promote health information sharing, encourage an open app economy via standards-based application interface programming, etc.

Main challenges related to digital health

- Access of health data by all users and interoperable systems
- Extent reimbursement model for digital health
- Operational chasm and acceptance by end users

Specific challenges for the ageing population

- Maintain the ageing population at home despite chronic illnesses
- Prevent social isolation and loneliness
- Overcome financial barriers to access care system

Relevant key programmes and funding agencies

Federal Government of the USA
(Department of Health and Human Services)

and federal agencies (the Centers for Medicare and Medicaid Services (CMS), the Food and Drug Administration (FDA), the Office of the National Coordinator for Health Information Technology (ONC), the National Institutes of Health (NIH), etc.

Most important players and networks in the field

While public agencies play a pivotal role in the American healthcare system, the private sector is of equal importance (private insurers, start-ups in eHealth, etc.).

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• Vibrant entrepreneurial environment • Largest digital health hubs and research centers established in US	• Misaligned incentives that can drive stakeholders away from patient-centred care • Non-standardised and incomplete reimbursement models for digital health • Unclear ROI to HCO • Digital health innovation focused on the young and healthy	• Expanding digital health solutions for the elderly • Attractive market	• Increasing elderly population • Chronic conditions and social isolation

Internationalisation S&I collaborations in Health between EU & strategic partner countries

- In 2010, an EU-US collaboration was formally instituted between the US HHS and EU's DG Connect for transatlantic cooperation for eHealth and Health IT.
- Several MoU have been signed between the US and Strategic Partners and successful digital health partnerships and strategies still encourage transatlantic collaborations.

Good practices and outlook for further international collaboration

- The US is actively working to achieve the triple aim of high-quality care, improved population health, and low per capita healthcare costs through the implantation of health technologies (telehealth, digital therapeutics, AI, IoT and blockchain).
- Moreover, American market has provided a supportive environment for health technology developers.
- These are success factors for international partners to maximise their potential for the AHA.

Key sources

More information can be found in the complete report D1.2 - Panorama of the digital health landscape in the EU and in the Strategic Partner Countries

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