

How to transform healthcare systems to promote healthy aging

The Best Frailty Care (TOM) program



DANONE
·ECOSYSTEM

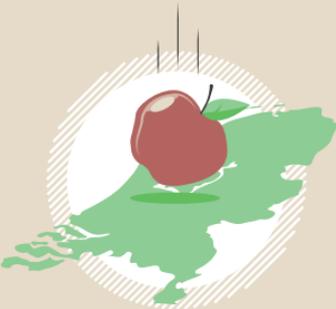
An aging population in the Netherlands

In the Netherlands, around **20%** of the population is aged **65** or over



Aging comes with emotional, social and physical challenges with **fall** being one of the tipping points

In the Netherlands...



- **1/2** of 65+ fall once a year
- Falling is the **#1** cause of non-disease related death and injuries
- Falling can lead to a **vicious circle**
- Healthcare spending due to falls exceeded **€1 b** in 2019

Today, our healthcare system and broader societies need to further focus on habits at home to prevent falls and promote healthy living.



That's why a **coalition** of public and private partners decided to join forces to **address those challenges**



The **Best Frailty Care (TOM) program** was born

How it works



Seniors join Best Frailty Care (TOM),
a 4-month program including



Nutrition

Knowledge sharing
about healthy eating
and drinking, with help
from dietitians



Community

Group based activities



Exercise

Customized and
supervised by
physiotherapists

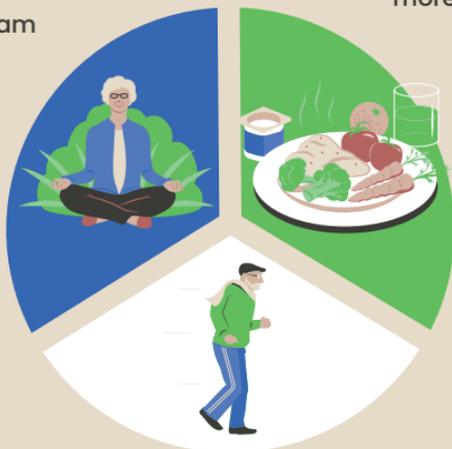
**Thanks to the program, seniors adopt
new healthy habits leading to**

Better quality of life

1/2 participants felt healthier at
the end
of the program

Better dietary habits

6/10 participants paid
more attention to their diet



Better mobility

9/10 participants gained
strength

Leading to a positive impact on the whole ecosystem

6 months after the program, total falls were
divided by half



The net costs of the program for keeping a participant in optimum health for one year of life is €17.000, **substantially lower** than the standard cost of €50.000 for society

+800 Healthcare professionals trained
to implement the program



The program has positively impacted **+8000** seniors
but also helped healthcare professionals and
healthcare system stakeholders understand the
importance of fall prevention for seniors



This is just the
beginning...

The **coalition** is now **expanding to a
national level**



Testimony



"My name is Ans. I'm 91 years old. I read an article about the Best Frailty Care (TOM) program in a local newspaper. I quickly registered to it, and I was happy to join. The group of seniors I joined was very nice to each other. Thanks to the program I learned how to better keep my balance and I also changed a few things in my diet. Among other things, I am making sure I eat enough protein a day. The program was a lot of fun! It made me a little bit more confident and I'm still reaping the benefits. I am happy to be independent."

Ans Shrover, 91 years old

Partners & roles



VEILIGHEID NL

Fall prevention
Project Management
Impact evaluation
Training of involved professionals

ONVZ

Not for profit national Health Insurance Company, healthcare plan specialist
Project co-funding

NUTRICIA

Drive initiation network of the potential partners Knowledge on nutrition
Project co-funding

DANONE ECOSYSTEM FUND

Brings co-creation spirit to the coalition
Strategic support
Project co-funding

PURPOSE

Consultancy for social innovation



Physiotherapists
Dieticians
Volunteers



PUB LAB

Study of socio-cultural determinants of eating behaviour

WAGENINGEN UNIVERSITY

Dietary assessment

7 LOCAL MUNICIPALITIES

(E.g. ROTTERDAM, AMSTERDAM)
Ensure local implementation

GRO-UP BUURTWERK

Rotterdam Welfare

Sources:

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