

# How to transform healthcare systems to promote healthy aging

The Best Frailty Care (TOM) program



DANONE  
·ECOSYSTEM

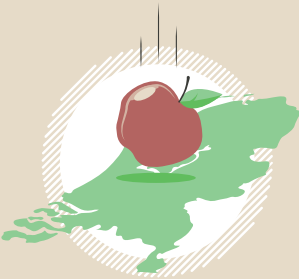
# An aging population in the Netherlands

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

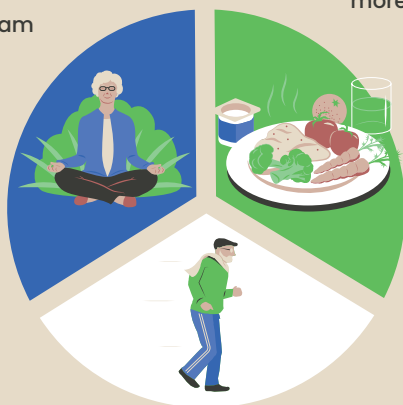
**Thanks to the program, seniors adopt  
new healthy habits leading to**

## **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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