



SUMMARY NOTE

iFHP Big Ideas Week Connect | 19 – 23 June 2023

‘Care in the Third Age’

**Sir Zahal Levy – President
Medihelp International**



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Medihelp International

The Care in the Third Age initiative aims to create a village for individuals living with Alzheimer's and dementia, providing a unique and holistic approach to care. The village model seeks to replicate a real-life ecosystem, allowing residents to maintain a sense of normalcy and engage in meaningful activities.

The village is built on four pillars: integration with the surrounding community, technology integration for improved communication, top standards in medical care, and a focus on research and development of knowledge about dementia. By integrating with the local community, residents can interact with people outside the village, reducing isolation and promoting social engagement.

Technology plays a crucial role in the village, enabling interactive communication between residents and their families. Medical care is provided at the highest standards, with transparency in protocols to ensure the well-being of residents. The initiative also emphasizes the need for ongoing research and development to address the challenges posed by dementia.

The initiative plans to acquire 35 acres of land and build 14,000 facilities to accommodate 250 patients. While the model may not be directly replicable in every country, it serves as an inspirational concept that can be adapted to different markets and regulatory environments.

The village's success depends on three key factors: investment, location, and political support. Private investors and collaboration with local governments and healthcare authorities are crucial to drive the project's implementation. Initial efforts may require substantial investment, but the potential for cost savings and improved quality of life in the long term is promising.

In Greece, where the aging population poses significant challenges, the initiative has received positive responses from government officials and healthcare professionals. To move forward, the project requires further engagement with the Greek Ministry of Health and the support of political leaders.

The BIWC Care in the Third Age initiative addresses the pressing need for innovative care solutions for individuals with dementia and Alzheimer's. By providing a village-like environment that fosters independence, engagement, and quality of life, the initiative aims to revolutionize the approach to dementia care and inspire future developments in the field.

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For further information about the programmes at iFHP, and how you can join, please reach out to hello@ifhp.com.