

Title: LIVE WITHOUT ILLNESS "A model of care for the elderly population"

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"A model of care for the elderly population"

In 2013, the following announcement was published on the cover of TIME magazine: "Can Google solve Death? This announcement established the beginning of a project whose purpose was that from a collaborative platform of knowledge, information and innovation could be transmitted the best practices that would allow greater well-being and absence of disease for people.

That this initiative for a company like GOOGLE is a palpable evidence that the needs and perspectives in current medicine have changed and that data, information, and mainly knowledge are no longer owned by a few, today there is greater democratization of the information and every time with greater importance the person has the option of taking charge of his state of health or disease, every time the precept takes more force: "Nothing about me, without me".

From a similar question, the extinction of the biomedical model that dominated doctor - patient relationships during four centuries has been proclaimed. Grosso (1) Netelton (2) has pointed out the main points of this change, where the person, the "old patient" takes a more active role, becomes Eric Topol's words in an "Individual Active Participant" (IAP) (3) that has information, that participates in the decisions if it considers it, that can assume the role of controller and director of his / her own state of health and illness.

A third element to consider when it is necessary to define a model of health care for the elderly or elderly in the definition and concept of health, this definition gives the person responsibility for their health condition, characterizing it as the ability to the person to adapt to the physical, chemical, social or mental challenges that life presents.

This approach also allows, if we want to establish the role of health care systems, its main role is to facilitate, promote, help, support this adaptation through different health products, goods or services so that the active individual participant achieves the adaptation to a specific pathology in the fastest, most favorable and with the least impact on their social environment.

For the elderly there is a fourth element to consider, the evolution of humanity, its technological advances and mainly the positive effects of economic development on the determinants of health, have defined the possibility of a constant and sustained increase in life expectancy (5) However, this longer life expectancy implies with greater security the appearance of multiple and concomitant diseases that will be added irremediably for now in the lives of people as they add years to their personal calendar.

The premise of the biomedical model today questioned of "power" to cure diseases, finds its greatest nemesis in this specific population, which presents with multiple pathologies, congenital heart failure, chronic obstructive pulmonary disease, renal failure, cirrhosis, dementia, in addition to the depression, joint disorders, diabetes or various types of cancer, all without a clear hope of cure.

Therefore a model of care for this population must be configured from a new concept of health, where the greatest emphasis is placed on acquiring skills and abilities to adapt, where the active participation of the person is essential, therefore a great amount of efforts in training and skills to interpret information, know their disease and interact positively with the health team, where control, monitoring and remote monitoring through various medical devices allows a better therapeutic adjustment and avoids the need for visits regular, hospitalizations and even assistance to emergency rooms.

Some of the tools that should undoubtedly be included in this specific model of health care and that are part of the armamentarium available today to get closer in caring for people, achieve their well-being and achieve healthier people are:

1. Clinical Coaching. (place the definition of this term that is in one of the writings of Health Solution and if possible a reference that uses this strategy)

2. Expert Patient. (place the definition that is on the Health Solution page in one of the writings and the tasks to execute if you want to form the patient who is also there)

3. Telemedicine. Apps in health, especially for monitoring, control and training. (to mention Nutricoach that is and baby on board, in addition to mention the applications or tools for continuous pharmaceutical management)

4. Platform of Co-creation, collaborative pairs, generation of virtual scenarios to be formed, acquire qualified information and know experiences or testimonies of people who have achieved or are in the process of adapting to the disease. (here to highlight a figure that has the American health system the "Health Advocacy").

Biography

Santiago and Nicolás ‘ mother, a medical surgeon, my human, academic and employment training, has focused on the development and implementation of health projects and useful and innovative proposals in the field of health insurance and delivery, with broad Experience, 19 years, in the management of critical areas such as technical areas, planning, information system. Very committed to everything that is innovating in health, with research. Reaching a leadership capacity to promote teamwork in all the roles played. With ample vision for both collective and personal benefit. Expert in technical coaching and accompaniment in design processes, structuring, implementation of innovative health care models, information system for the health Sector, technical notes.

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