

# Scale AHA

4th Newsletter

March 2017

## In this issue

- 1 About Scale-AHA
- 2 MACVIA Twinning
- 3 MACVIA Twinning | MAFEIP Tool
- 4 Policy Dashboard | EIP on AHA Reference Site Workshop
- 5 The EU Health Policy Platform

For more news visit:  
[scale-aha.eu](http://scale-aha.eu)



## About Scale-AHA

*The ScaleAHA study supported the European Commission in fostering scaling-up of innovations in active and healthy ageing by engaging stakeholders of the European Innovation Partnership on Active and Healthy Ageing (EIP on AHA).*

The study facilitated the “2016 Call for Reference Sites” for European regions with a high scaling-up potential in active and healthy ageing. The 74 Reference Sites (RSs) from 24 European countries represent highly inspirational ecosystems, delivering creative and workable solutions that improve the lives and health of older people through the involvement of different players, including regional and/or local authorities, cities, integrated hospitals/care organisations, industry, SMEs and start-ups, research and innovation organisations.

ScaleAHA conducted also the “2016 Transfer of Innovation Scheme” supporting European regions to learn from one another and scale up digitally-enabled innovative ICT solutions in active and healthy ageing. Twenty pairs of regions (26 RSs from 13 European countries) have been provided financial support for twinning activities. The scheme is a new concept aiming to de-risk investment in digital innovative ICT solutions by financing small but concrete ideas with high potential for replicability and scaling up.

The ScaleAHA report provides an overview of all the different study activities and results. Ongoing activities beyond the duration of ScaleAHA, such as the final reports of the twinning activities, will be pursued further by the European Commission. The final ScaleAHA report will be available at [scale-aha.eu](http://scale-aha.eu) soon.



# Transfer of innovation on allergic rhinitis and asthma multimorbidity in elderly people: MACVIA-ARIA Reference Site Twinning (EIP on AHA)

## Background

ScaleAHA conducted the “2016 Transfer of Innovation Scheme” supporting European regions to learn from one another and scale up digitally-enabled innovative ICT solutions in active and healthy ageing. Twenty pairs of regions (26 RSs from 13 European countries) have been provided financial support for twinning activities.

In this newsletter we report on the MACVIA-ARIA twinning. Whereas most twinings involve one adopter and one originator of innovation, in MACVIA ten adopters are learning from MACVIA-France (Fighting chronic diseases for active and healthy ageing in France) Reference Site.

## The challenge

The transfer in question focuses on an innovative solution to the problem posed by allergic rhinitis in Europe. Rhinitis is the most common chronic disease in Europe, it often starts early in life and persists across the life cycle, and causes a high burden in adults. By 2020, rhinitis will affect at least 20% of the old age population. The symptoms of allergic rhinitis (AR) can cause considerable morbidity in terms of physical and emotional comfort and functional capacity. Only a pan-European view of the problem will allow a cost-effective and socially acceptable management of this disease. The *Allergy Diary* is an app developed for both Android and IOS by MACVIA France. It is freely available for subjects in 20 countries (Austria, Australia, Belgium, Brazil, Canada, Denmark, Finland, France, Germany, Greece, Italy, Lithuania, NL, Poland, Portugal, Spain, Sweden, Switzerland, UK, USA) and in the respective national languages (as well as in Catalan and Fenno-Swedish).

## The solution

MACVIA-France has initiated the project AIRWAYS Integrated Care Pathways (AIRWAYS ICPs), an integrated care pathway (ICP) for airway diseases, centred on the implementation of the *Allergy Diary* app. AIRWAYS ICPs aims to develop multi-sectoral ICPs for rhinitis and its multi-morbidities in elderly people, implementing emerging technologies for individualised and predictive medicine, using patients’ scores in self administered questionnaires called Visual Analogue Scales (VAS).

The *Allergy Diary* app thus enables the assessment of rhinitis control by patients themselves and will also include a Clinical Decision Support System (CDSS). One main goal of the project is to compare phenotypic characteristics of rhinitis in adults and old age people

**Care pathways for individualised and predictive medicine for rhinitis in elderly people**

using validated ICT tools (Allergy Diary and CARAT) in EIP on AHA Reference Sites across Europe in order to better understand and assess the toll rhinitis is taking on elderly patients. Furthermore, it will also assess the percentage of adults and elderly people who are able to use the Allergy Diary.

The longer term aim of the Twinning is to provide care pathways for individualised and predictive medicine for rhinitis in elderly people.

## How it works

The *Allergy Diary* app collects information on experienced AR symptoms (nasal and ocular), disease type (intermittent/persistent), how symptoms impact users’ lives, and on the type(s) of AR treatment used. Geolocalised users assess their daily symptom control

Name of innovative practice	Originator reference site 2016	Adopter Reference Site 2016 (marked with *) and others
MASK <i>Allergy Diary</i>	MACVIA-France, Contre les MALadies Chroniques pour un Vieillissement Actif en France, Montpellier (FR)	Campania* (IT)
		Catalonia* (ES)
		Centro Portugal (Ageing@Coimbra)* (PT)
		Köln-Bonn Region (DE)
		Life-Tech Valley* (BE)
		Lodz4Generations* (PL)
		Medical Delta* (NL)
		Northern Ireland* (UK)
		Pays de la Loire* (FR)
		Porto* (PT)
		Olomuc* (CZ)
		Puglia* (IT)
		Regione Piemonte* (IT)
		Region of Southern Denmark* (DK)
		Région Nouvelle Aquitaine* (FR)
		Turkey - Global Alliance Chronic Respiratory Diseases Regional Network* (TR)
		ARIA Lithuania (LT)
Other reference sites and groups: NHS 24 (UK); Helsinki* (FI)		

using the touchscreen functionality on their smart phone to click on 5 consecutive VAS (i.e. general, nasal and ocular symptoms, asthma and work. Medication is also tracked daily. Mobile phone messaging facilitates the management of AR, providing prompts to assess disease control, take medication, and visit a health care provider, if appropriate.

*Allergy Diary* is user friendly and has been tested for AR and conjunctivitis in over 5,000 users. The simple baseline questionnaire administered by cell phones allows identification of phenotypic differences between a priori defined rhinitis groups and propose novel concepts on AR. Work productivity can be assessed daily through a VAS questionnaire as there is a highly significant correlation between rhinitis control and work. Patients can check their Allergy Diary Data by visiting the ARIA website, using the app to scan a barcode displayed on their computer screen (no login necessary) and gaining access to their patient data, which can also be printed.

For the expansion of Allergy Diary to countries other the 20 currently covered, translation and back-translation, cultural adaptation and legal compliance need approximately 3 to 6 months. Currently, over 5% of *Allergy Diary* users are older than 65.

#### Implementation plan

Within the framework of AIRWAYS ICPs, the recruitment of users will include persons with rhinitis from clinics with a diagnosis of AR made by a specialist. Each participating Reference Site will enrol 50 elderly patients (>65 yrs) able to use the *Allergy Diary* and 100

adults (<65 yrs).

The duration of enrolment is 12 months to account for variability in allergen exposure during a year. The study has been initiated in Reference Sites starting with January 1, 2017 and will end on July 1, 2017.

#### Outcomes

The study has a unique opportunity to investigate the phenotype of rhinitis in old age people in Europe and to study differences with other age groups, as well as make comparisons across countries, rural urban environments, allowing the optimisation of care pathways. Rhinitis exemplifies why a lifecourse approach to AHA is the key to effective interventions that are sustainable for the public health systems.

**Allergy Diary by MACVIA-ARIA**  
Your health is in your hands

Take control of your allergic rhinitis (hay fever)  
Don't let it control you

Download in the App Store | Available from Google Play and Apple store  
Download in the Google play | Free to download

The advertisement features a hand holding a smartphone displaying the Allergy Diary app interface. The app screen shows a menu with options: 'Today's Symptoms and Meds', 'My Results', 'My Profile', 'Reminder Settings', 'Create account', 'Study', 'Questionnaires', and 'About us'. The background is a dark blue gradient with white and yellow text.

## Support Services for the Management and Utilization of Monitoring and Assessment of the EIP-MAFEIP Tool



**MAFEIP**

In order to scale up innovations in active and healthy ageing, evidence in the form of assessments and evaluations is needed to convince stakeholders to invest. ScaleAHA has taken stock of existing tools and methodologies both developed within the EIP on AHA community and adapted from other disciplines to help the EIP on AHA members with planning products and services, assessing health outcomes, and making decisions to invest or buy digital healthcare solutions.

Of particular interest is the Monitoring and Assessment Framework for the EIP on Active and Healthy Ageing (MAFEIP). It is a generic analytic model specifically developed in response to the need to monitor the outcomes of the EIP on AHA.

Organisations use MAFEIP to assess the impact of innovations in terms of health outcomes and resource use. The tool can be of interest to different stakeholders. It can be applied to interventions which are at an early stage of development using the best available data at this point in time. Such assessments are of particular importance for investors, who need to understand the estimated potential of the intervention before investing in the innovation. When better data is available with time, MAFEIP's assessment becomes of great interest to the buyers of innovations – healthcare providers, industry, and governments.

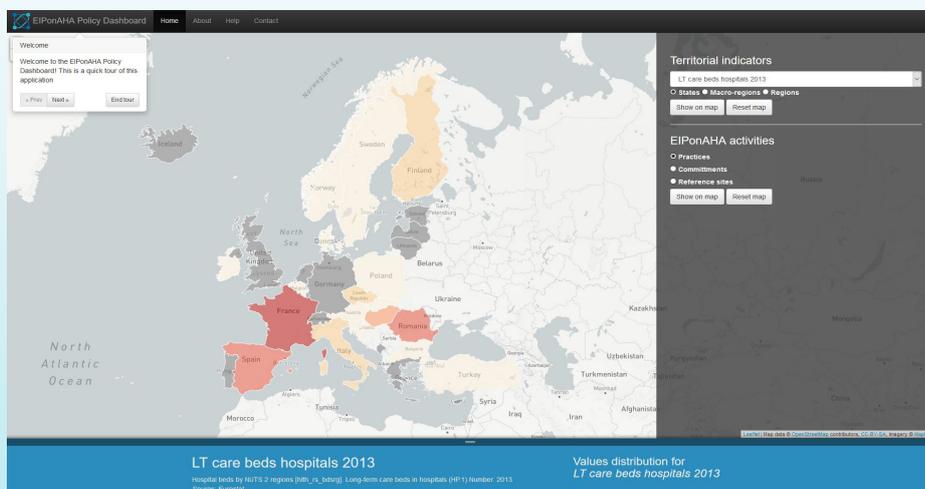
MAFEIP's take-up is currently being promoted by the European Commission through a service contract that offers training and support for any organisation within the EIP on AHA and beyond which is interested in using the model.

Supporting materials include an online guide, videos, help desk, and other. The team would like to provide personalised assistance to anyone interested in working with the MAFEIP tool.

Visit [mafeip.eu](http://mafeip.eu) for more information about MAFEIP and to request access to the tool.

## A new Policy Dashboard is available on the EIP on AHA

This policy dashboard presents, through an integrated geographical visualisation, all the key activities of the EIP on AHA. It displays information on the EIP on AHA activities (commitments, good practices and reference sites), together with contextual indicators extracted from official statistics related to Active and Healthy Ageing. When displaying EIP on AHA activities, the dashboard shows their territorial coverage as indicated in the Commitment Tracker, not only the location of the main organisation. As such, the darkness of the colour represents how many activities have an impact on the territorial unit, whether they are national, regional, or covering multiple localities. In order to explore the data from a specific territorial unit, just zoom on the area and click on it.



Access the portal [here](#).

## Workshop on leveraging cooperation to de-risk investments in digital innovation for AHA



A session entitled “Reference Sites investment plans 2017-18: How to leverage cooperation to de-risk investments in digital innovation for active and healthy ageing” was held as part of the European Summit on Digital Innovation for Active and Healthy Ageing which took place in Brussels on 5-8 December 2016. Reference Sites (RS) were invited to share their investment plans in the context of the EC-funded “Transfer of Innovation Scheme”. The goal of the session was to identify mechanisms that can be used in the future to accelerate and de-risk investments in innovation by the RS.

*“The EIP - has been invaluable in terms of seeing other regions having similar strategic plans and ambitions. The best way of orientation has been through conferences and meetings, networking, and conversations.”*

*Our advice to future/new members is to come to the meetings to exchange ideas and network, network, network!”*

*– Donna Henderson, NHS 24*

*The “Transfer of Innovation Scheme” helps to set out short, medium and long-term investments, stimulate multilevel collaboration between action groups and local focus groups in assessment of contextual needs and priorities, identify innovative and effective solutions, tailored to regional context, and assess the level of transferability and scale up of good practices”*

*“There is no real knowledge of the business model. If we wanted to test a new tool coming from another region, we would need to know how much it costs (because we do have the impact data).*

*This is an important aspect that needs to be included in the next Call.”*

*– Vincenzo de Luca, Campania*

# The EU Health Policy Platform links the EC with health stakeholders

The European Commission has launched an EU Health Policy Platform mean to facilitate communication between the Commission services and health stakeholders. The platform is open to health NGOs, patient organisations, health professional organisations, health service providers, health insurance bodies, research organisations, universities and academic insitutions, as well as business organisations or associations with a clear commitment to health.

This collaborative initiative aims to facilitate targeted discussions, ensure transparency in the health policy dialogue, contribute to knowledge and expertise on public health issues, support the dissemination of information, identify, share and encourage replication of good practices, gather and circulate research outcomes as well as provide information on other policy areas related to health.

The IT Platform can be accessed online [here](#) and is divided into three sections: the Agora network open to all stakeholders for discussion, the Thematic Networks for discussing specific issues and EU Expert and Stakeholder Groups network (where the EIP on AHA Action Groups are located). Online discussion and collaboration on the platform will be consolidated through the organisation of biannual EU Health Policy Platform meetings and biennial EU Health Policy Platform Conferences.



#ScaleupAHA  
**Follow us  
 on Twitter**  
 @ScaleAHA

 **Scale AHA @ScaleAHA · 19. Okt.**  
 Boosting innovation on Active and Healthy Ageing in the Digital Single Market - 1st blog, more to come [ec.europa.eu/digital-single...](https://ec.europa.eu/digital-single...)  
 #AHAsummit16

## Contact

empirica Gesellschaft für Technologie- und Kommunikationsforschung mbH  
 Oxfordstr. 2 | 53111 Bonn, Germany  
 email: [scaleAHA@empirica.com](mailto:scaleAHA@empirica.com)  
 twitter: @scaleAHA

The study is funded by the European Commission and carried out by a consortium led by empirica.

