The University of Geneva has established an inter-faculty center entirely devoted to aging in 1992. The CIGEV (Centre interfacultaire de gérontologie et d’études des vulnérabilités) conducts research on aging and vulnerability, with a focus on social and cognitive aspects.

More than 300 papers have been published since 1994, and in 2011 the CIGEV became the national co-leading house of the Swiss Science Foundation National Centers of Competence in Research (NCCR) ‘LIVES’ research platform (lives-nccr.ch/en).

In addition, within the Faculty of Medicine of the University of Geneva, the Institute of Global Health and the Department of Psychiatry have joined forces to nurture and cement their collaboration with WHO, mainly through a WHO Collaborating Center, which is very active in the field of aging and dementia.

Finally, the University Hospitals of Geneva (HUG) highly prioritize the promotion of quality care for elderly patients, and have created a Medical Center of Excellence for the Aging to Meet the Needs of Our Society to optimally, comprehensively, and efficiently meet the ever-increasing needs in this area (hug-ge.ch/en/medical-center-aging-meet-needs-our-society).
The two and a half day workshop on “mHealth for Aging” will take place on April 19-21, 2017 in Geneva, Switzerland. The workshop will form part of the Be Healthy, Be Mobile initiative and will bring together health leaders from Governments, representatives from UN agencies and other bilateral and multilateral agencies supporting Be Healthy, Be Mobile initiative, academics working on mHealth and aging, technology and design experts to support efforts to address Non-communicable diseases (NCDs) globally. The workshop will focus on how to scale up the use of mobile technologies for aging, using a human-centered design approach.
Agenda

Wednesday, April 19th
The first day will present BHBM and the work taking place in countries, academia, and at WHO. We will then go through a persona activity to explore the main concerns of aging individuals when implementing an mAging program.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08:30-09:00</td>
<td>Registration</td>
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<tr>
<td>09:00-09:10</td>
<td>Session 1: Setting the stage</td>
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<tr>
<td></td>
<td>Chair: Terje Peetso</td>
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<tr>
<td>09:10-09:20</td>
<td>Welcome address</td>
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<tr>
<td>09:20-09:30</td>
<td>Workshop overview and objectives</td>
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<tr>
<td>09:30-09:45</td>
<td>WHO conceptual framework on Healthy Aging</td>
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<tr>
<td>09:45-10:00</td>
<td>Introduction to the Be Healthy, Be Mobile initiative</td>
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<tr>
<td>10:00-10:15</td>
<td>Overview of the Integrated Care for Older People (ICOPE) guidelines</td>
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<tr>
<td>10:15-10:30</td>
<td>Questions and open discussion</td>
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<td>10:30-10:45</td>
<td>Coffee break</td>
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<tr>
<td>10:45-12:00</td>
<td>Session 2: Experiences in aging</td>
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<td></td>
<td>Chair: Renè Rizzoli</td>
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<tr>
<td>12:00-13:00</td>
<td>Lunch</td>
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<tr>
<td>13:00-14:00</td>
<td>Panel: Insights into the field of research on aging</td>
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<tr>
<td>14:00-14:15</td>
<td>Testimonial from end-users</td>
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<td>14:15-14:30</td>
<td>Coffee break</td>
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<tr>
<td>14:30-14:35</td>
<td>Introduction to group activity</td>
</tr>
<tr>
<td>14:35-16:00</td>
<td>Group Activity: Personas (4-5 groups)</td>
</tr>
</tbody>
</table>

Thursday, April 20th
This day will be dedicated to group activities for vetting content and mapping it onto a framework to be implemented as an mHealth intervention for aging that could fit into a health system.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:00-09:05</td>
<td>Welcome</td>
</tr>
<tr>
<td>09:05-09:25</td>
<td>Be Healthy, Be Mobile initiative: Countries and toolkits</td>
</tr>
<tr>
<td>09:25-09:45</td>
<td>mAging content framework: A comprehensive approach to aging</td>
</tr>
<tr>
<td>09:45-10:05</td>
<td>Best practices in text message development and communication strategies for older adults</td>
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<tr>
<td>10:05-10:10</td>
<td>Introduction to group activity</td>
</tr>
<tr>
<td>10:10-12:00</td>
<td>Group Activity: Content library review</td>
</tr>
<tr>
<td>12:00-12:15</td>
<td>Check-in: Questions and open discussion</td>
</tr>
<tr>
<td>12:15-13:15</td>
<td>Lunch break</td>
</tr>
<tr>
<td>13:15-14:45</td>
<td>Continue content library review</td>
</tr>
<tr>
<td>14:45-15:00</td>
<td>Coffee break</td>
</tr>
</tbody>
</table>
The morning of the last day will be dedicated to discussing M&E indicators for an mAging program. Friday, April 21st
The morning of the last day will be dedicated to discussing M&E indicators for an mAging program.

**Session 5: Monitoring and Evaluation**
Chair: Jill Keeffe

- **09:00-09:05** Welcome and outline of the day’s schedule and objectives
  Diane Wu
- **09:05-09:25** mHealth M&E framework and examples in BHM countries
  Surabhi Joshi
- **09:25-09:30** Introduction to group activity
  Per Hasvold
- **09:30-10:45** Group Activity: Using mHealth M&E logic model, discuss indicators and measurability
  Group work led by facilitators

**Coffee on your own**

- **10:45-11:45** Plenary style: group sharing and open discussion
  Jill Keeffe
- **11:45-12:00** mAging: next steps towards implementation
  Sameer Pujari
  Islene Araujo de Carvalho

**Panel: Innovations in Digital Health and Aging**
Moderator: Vanessa Peberdy
- Vaibhav Narayan (J&J)
- Philipp Buluschek (Domosafety)
- Julie T. Chan (Pfizer)

**17:00-17:15 Recap and overview of next day’s activities**
Diane Wu

**Global Aging Workshop** | 8

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**Biographies**

**Dr Emiliano Albanese**
University of Geneva, Switzerland

Emiliano Albanese is an MD, PhD, MPH. In Geneva he is an SSPPH+ professor of public mental health in the Department of Psychiatry (DUP), and the Director of the WHO Collaborating Center for Research and Training in mental health at the University of Geneva. He is amongst the GDG experts of the WHO ICOPE and mhGAP flagship programs on aging and mental health in low- and middle- income countries (LMICs).

**Dr Islene Araujo de Carvalho**
World Health Organization, Switzerland

Dr Araujo de Carvalho holds an MD with post ‑ graduate training in obstetrics and gynaecology, a Master’s degree in Public Health and Diplomas in International Health and Gerontology. Islene has worked, for more than 15 years with the UN System (at national, regional and global levels) on community health, health promotion and primary health care. She worked in Latin American, Africa and Asia in a variety of capacities. In Brazil, she coordinated a State Reproductive Health Programme, before becoming the National Coordinator of the Brazilian Maternal Health Programme. In Tanzania and Zimbabwe she was the National Health Coordinator in charge of setting up health service delivery systems for primary health care, with an emphasis on the prevention and control of non ‑ communicable diseases. She joined the Department of Aging and Life Course in 2013 and leads on WHO’s efforts to align health systems to the needs of older people with a focus on older person centered and integrated care. She oversees the development and implementation of relevant policy, clinical standards, interventions and tools. She also supports the translation of research and capacity development in policy and practice with a focus on facilitating its utilization by health professionals in clinical settings.

**Dr John Beard**
World Health Organization, Switzerland

John initially worked as a physician in South Africa, the United Kingdom and rural Australia, including several years as medical officer for a community controlled Aboriginal Medical Service. He subsequently held a range of senior public health and academic roles in Australia and the USA, including as the founding head of the University of Sydney’s Department of Rural Health, Manager of Public Health for the Sydney 2000 Olympic Games, and Senior Epidemiologist with the New York Academy of Medicine. He works closely with the World Economic Forum and is a past chair of their Global Agenda Council on Aging and a current member of the Global Council on the Future of Human Enhancement. John remains actively involved in several large international research studies on aging and he has published widely in the international literature. He has been an editor for a number of key publications including the World Economic Forum monograph “Global Population Aging: Peril or Promise?”, the 2014 Lancet series on Aging, and the 2013 special issue of the Bulletin of the World Health Organization on “Women Beyond Reproduction”. He retains his links to the University of Sydney, where he is an Honorary Professor.

**Julie Chan**
Pfizer Consumer Healthcare, United States

Julie T. Chan is Global Consumer Engagement Lead, Pfizer Consumer Healthcare. Ms Chan is responsible for developing advertising strategies for Pfizer’s global consumer brands, including Advil, Centrum, Caltrate, ChapStick and Nexium24HR. In leading Pfizer Consumer Healthcare’s global media strategies, Ms. Chan has driven a unique approach to leveraging consumer insights married with technological innovation. Ms. Chan oversees strategic development of digital strategies including use of emerging technologies. Prior to joining Pfizer Consumer Healthcare, during a 13 year career at Johnson & Johnson, she led a team of media professionals responsible for integrated communications, agency oversight and digital marketing for the company’s consumer, pharmaceutical and medical device businesses. She is a board member of the World Federation of Advertisers as well as the Mobile Marketing Association. She has also been recognized with the Pfizer Consumer Healthcare President’s Eye ‑ on ‑ Innovation Award.
Dr Joconiah Chirenda
University of Zimbabwe, Zimbabwe

Dr Joconiah Chirenda is a Public Health Specialist with more than 20 years’ work experience in Communicable Diseases, Health Systems Strengthening and Mentoring at national, regional and international levels. His programme management and leadership skills were demonstrated during the times he worked as a Director of National Malaria and Tuberculosis programmes in Zimbabwe and Botswana respectively. Regional and international-level experience has been through multiple consultancies with the United Nations agencies, European Union and the World Bank. Currently he is a Lecturer at the College of Health Sciences, University of Zimbabwe.

Dr A.B. Dey
All India Institute of Medical Sciences, India

Dr A.B. Dey is the Professor and Head of Geriatric Medicine at All India Institute of Medical Sciences, New Delhi. A physician by training, he pursued a Fellowship in Geriatric Medicine at Newcastle upon Tyne under Commonwealth Medical Fellowship in 1981. Since then he has been involved in establishing Geriatrics in India through research, training and service. He has been acknowledged as a leader and thought leader in this field. He has been contributing to the development of policy in the area of elderly care in India particularly in the field of elderly care in hospitals. Currently he is a founding member of the Indian Geriatric Society. Prof. Dey is actively involved in research with emphasis in the areas of Frailty, sarcopenia, multimorbidity and interventional medicine. He has published more than 180 articles and two books in the field. Dr. Dey has also received recognition from the Government of India in the form of the Padma Shri Award in 2008 and the Padma Bhushan Award in 2013 for his contribution to the field of Geriatric Medicine in India.
Professor Chiung-Ju Liu
Indiana University
United States

Professor Chiung-Ju Liu is Associate Professor at the School of Health and Rehabilitation Sciences, Department of Occupational Therapy. Her research goal is to identify modifiable factors and to develop effective interventions that will enable older adults to maintain an independent and healthy life. Her research efforts in late-life disability prevention include: (1) identifying the benefit and limitation of muscle strength training on reducing physical functioning in older adults; and (2) developing and testing a therapeutic home-based exercise program to overcome the limitation of muscle strength training. Her research efforts in health literacy promotion include examining the effect of 1) increasing text cohesion and 2) using illustrations or multimedia on processing and comprehension of health information for older adults.

Dr Vaibhav Narayan, Janssen
United States

Vaibhav is currently Vice President of Research IT at Janssen Innovation LLC, where he is responsible for programs that utilize data analytics and digital technologies to transform research innovation capabilities across Janssen. Vaibhav also holds the position of Head, Integrated Solutions, Janssen. Prior to joining Janssen R&D. Vaibhav obtained his PhD from Yale University jointly from the Departments of Chemistry, and Molecular Biophysics & Biochemistry in 1998, and an Executive MBA from Kellogg School of Management, Northwestern University in 2009.

Hiroko Nishimoto
International Federation of Pharmaceutical Manufacturers and Associations (IFPMA), Switzerland

Hiroko Nishimoto has been Head of IFPMA’s Public Affairs and Governmental Studies since May 2015. As a member of the global health policy team, she facilitates the use of data and digital technologies to enhance partnerships and collaborations across the industry. Hiroko holds a MBA degree from Waseda Business School and a BA in English Literature from Doishisha University in Japan. Prior to joining IFPMA, she worked for Astellas Pharma Inc. for 12 years in Japan, most recently in its corporate planning function, its CSR, and product management. As Astellas’ global health initiatives.

Professor Michel Oris
University of Geneva, Switzerland

Michel Oris is a full professor at the School of Social Sciences, University of Geneva. Vice Researchor for Human Resources since mid-July 2013, he was previously the director of the Institute for Action Plan 2012 - 2020 as well as the overall coordinator of the Swiss National Centre of Competency in Research ‘LIVES: Overcoming Vulnerabilities. Life Course Perspectives’. His research focuses on inequalities, with an emphasis on the living and health conditions of the elderly, injustices regarding death, and interactions between individual trajectories and the dynamics of social structures, between vulnerabilities and life courses.

Vanessa Peberdy
International Federation of Pharmaceutical Manufacturers and Associations (IFPMA), Switzerland

Vanessa covers policy affairs in relations to global health issues, including specific interest in aging and non-communicable diseases (NCDs). Vanessa holds a master’s degree in European Health Studies from the London School of Economics and Political Science, and a bachelor’s degree in Economics from the London College of Economics and Political Science. Prior to joining IFPMA, Vanessa worked at the Economist Intelligence Unit (EIU), where she was responsible for delivering economic policy and business intelligence services to clients across Europe, Middle East and Africa, working in part with EIU Healthcare, the healthcare arm of EIU. Before that, Vanessa was a Senior Consultant at GHK Consulting, a public policy consultancy specialising in the evaluation of public projects and programs in the UK and Europe.

Dr Terje Peetsø
European Commission, Belgium

Dr Terje Peetsø joined the Unit Health and Wellbeing in DG Communications Networks, Content and Technology in 2011. Her main responsibilities are related to the coordination of the implementation of the Horizon 2020 Action Plan 2012 - 2020 as well as the overall coordination of the research group in the Unit. In 2014 she was the EU Fellow in the University of Southern California, USA, where her research focuses was on the challenges which hinder the introduction eHealth in healthcare systems.

Dr Bhunu Pratap
International Federation of Red Cross and Red Crescent Societies, Switzerland

Dr Bhunu Pratap is a Medical Doctor (INDelhi), International MPH (Israel), International Diplomate American Academy of Dental Medicine (USA) and Postgraduate diploma in Disaster Preparedness & Rehabilitation (India). He possesses more than 15 years experience with Ministry of Health, NGOs, Red Cross & Research organizations in many countries in Middle East, South and South-east Asia in public health, resilience, emergency and conflicts. Currently as Senior Officer – Care in the community in Health and Care Department of International Federation of Red Cross and Red Crescent Societies (IFRC) Geneva. He leads Healthy Aging, Fager Limiting in the area of tobacco control in the same DG. Dr Pratap holds a diploma in medicine from the University of Tartu, Estonia.

Silvia Perel-Levin
NGO Committee on Aging, United Nations, Switzerland

Silvia is the Chair of the NGO Committee on Aging at the UN in Geneva. An advocate for the human rights of older persons, she focuses in the area of tobacco control in the same DG. Dr Pratap holds a diploma in medicine from the University of Tartu, Estonia.

Dr René Rizzoli
University of Geneva, Switzerland

Dr René Rizzoli is an internist and endocrinologist, with a subspecialty focus on metabolic bone diseases, osteoporosis and disorders of mineral metabolism. He is presently emeritus professor of medicine at the Geneva University Hospitals and Faculty of Medicine, Geneva, Switzerland, where he used to be the head of the Division of Bone Diseases and the chair of the Department of Geriatrics. Dr. Rizzoli is the former chairman of the Committee of Scientific Advisors of the International Osteoporosis Foundation, of which he is now the treasurer. He is the chairman of the Scientific Advisory Board of the European Society for Clinical and Economic Aspects of Osteoporosis and Osteoarthritis, and co-chairing the University of Geneva-based national group of the annual IOF-ESCEO congress. He is involved in both national and clinical research projects investigating hormone action, regulation of bone growth, pathophysiology of osteoporosis and of calcium and phosphate homeostasis disorders, and the role of nutrition, calcium, phosphate, vitamin D, and selective estrogen modulators, parathyroid hormone, denosumab and risedronate. Additionally, he is involved in both national and international clinical collaborations on hormone therapies and prevention of osteoporosis. Dr. Rizzoli is author of more than 850 scientific articles, editor-in-chief of Calcified Tissue International and Musculoskeletal Research and associate editor of Osteoporosis International.

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Informal dinner reception

6.30pm
IFPMA, 4th Floor, Campus Biotech

IFPMA warmly welcomes you to an informal dinner reception at its offices in the 4th floor of Campus Biotech, a short lift ride away from the workshop venue.

Professor Suzanne Suggs
Università della Svizzera italiana, Switzerland

Professor Suzanne Suggs is an Associate Professor of Social Marketing and Head of the BeCHANGE Research Group in the Institute for Public Communication, Faculty of Communication Sciences, Universität della Svizzera Italiana (USI), in Lugano, Switzerland. She is Vice-Director of the Consumer Behavior Lab and Director of the Sustainability Incubator (SINC) at USI. Additionally, she is a Visiting Reader in the Institute for Global Health Innovation at Imperial College London and is a Fellow in the Swiss School of Public Health.

Her research focuses on health behavior change and health communication, using a social marketing approach and ITC.

Dr Yuka Sumi
World Health Organization, Switzerland

Yuka Sumi MD, PhD is a certified specialist of Japanese Acute and Critical Care Medicine and Japan Surgical Society. She has worked as an associate professor in the Department of Emergency and Critical Care Medicine and in the Faculty of Gerontology in Juntendo University. In 2016, she joined the Healthcare New Frontier Promotion Headquarters Office in Kanagawa Prefectural Government in Japan as a senior project leader of global Health. Since December 2016, she has joined the WHO Department of Aging and Life Course as a secondment from Kanagawa Prefectural Government and she is currently developing the clinical guidelines for Integrated Care for Older People (ICOPE) in primary care settings and working on the mAging program with the BIBM initiative.

Dr Wang Feng
Chinese Academy of Medical Sciences, China

Ms. Fang WANG, now works as a researcher on health policy at Institute of Medical Information/Center for Health Policy and Management, Chinese Academy of Medical Sciences. Dr Wang completed her M.A. from Mahidol University in Thailand in 2002, and her MD from Huazhong University of Science and Technology, China in 2006. In 2012, granted by CMB, she finished as visiting scholar at the Institute of Health Policy and Management (IBMG) in Erasmus University, Rotterdam. Dr Wang has worked on primary health care issues for 15 years, and also has an interest in integrated health and pension care for older people.

Dr Diane Wu
World Health Organization, Switzerland

Diane Wu holds an MD from the University of British Columbia, Canada, and an MPH from Harvard University, USA. Diane is board certified in Family Medicine in Canada. She has worked in medicine, public health, and management consulting in China, Laos, Bosnia-Herzegovina, England, Switzerland, Canada, and the United States. She has held research, technical and operational support roles with the Alliance for Health Policy and Systems Research, the University of Toronto, Global Affairs Canada and for a multinational private sector consulting firm. She joined the Department of Aging and Life Course in 2016 and currently supports the management of WHO partnerships, communications and advocacy, and the development of new platforms to support innovation in healthy aging.

Additional Participants
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Mr Warren Furth
Mr Yves Biegbeder
Dr Philipp Buluschek

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