

4th International Conference on Palliative Care and Gerontology

Sorin Buga

Palliative care is a health care specialty that is both a philosophy of care and an organized, highly structured system for delivering care to persons with life-threatening or debilitating illness from diagnosis till death. The global palliative care market has classified into two basis of service type, end user and end geography.

The global market for palliative care is likely to flourish over the prediction period of 2017-2027 due to increasing awareness about physical, social and psychological, needs of patients and their families. According to WHO, Majority of people receiving hospice care are the cancer patients.

The market was divided into the Americas, Europe, Asia Pacific, and the Middle East and Africa by area. The Americas ' Regional Palliative Care Market was further segmented into North America and South America, with the US and Canada split into the North American market. The European market for palliative care has been split into Western Europe and Eastern Europe. Western Europe is also known as Germany, France, the United Kingdom, Italy, Spain and the rest of Western Europe. The Asia-Pacific regional palliative care market was divided into Japan, China, India, South Korea, Australia, and the rest of the Asia-Pacific region. The Middle East and Africa's palliative care industry was segmented into the Middle East and Africa.

Importance and scope

Over the Past 10 years Palliative care has developed into an important clinical specialty. 1,000 or more than new hospital based palliative care programs have been created. 60% of hospitals conducting palliative care programs in more than 50 states. Of National Cancer Institute cancer centres, 58% of institutions participating in the Children's Oncology Group have a palliative care team, 92% of which have an inpatient palliative care consultation team and In Pediatrics, 98% report having a palliative care program. In upcoming decades, we see the need for palliative care growing substantially. At the same time, those interested in pursuing palliative care research could benefit to attending this conference. The developing methods for the conduct of palliative care trials that will maximize the chance for trial results to be valid, safe, and ethical.

The Palliative care market growth between 2008-2020 has a stunning growth and the factors that have led to the growth of this market are growing the aging population, increase in chronic life-threatening disease, initiative taken by the government and non- profit organization, and rise in government funding.

On the facility basis, the global market for palliative care centers is segmental. Palliative care programs include psychiatric care, medical care, medical practitioner services, skilled volunteer assistance, social services, faith counseling and subjects, home health care, exercise and fitness, speech therapy, inmate treatment, respite care, grief support and day care services for adults. Based on the location, the market for hospice and palliative care facilities is evaluated for the residence of the patient, the hospice facility and the acute care hospital.

Due to increased awareness of physical, social and psychological needs of patients and their families, the global market for palliative care is expected to expand over the 2017-2027 prediction period.

Because of the growing palliative care sector, companies are following marketing strategies to convert their businesses into profit-making organizations. Approximately 6 to 1.7 million patients received services from palliative care centers in 2014, according to the National Hospice and Palliative Care Organization (NHPCO). In 2014, almost 60% of palliative care was given at the home of the patient.

The Palliative Care Center industry is in a cycle of growth. Over the 10 years up to 2023, additional trade price or the industry's contribution to the U.S. economy to grow at an annualized rate of 0.4%. This may be slower than that of the U.S. During the same year (2.2 percent), this increase is driven by decreases in the early part of the 10-year cycle in particular.

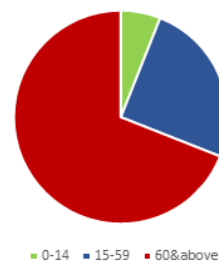
Due to the increasing number of menopausal conditions among women, the global women's health market has grown at an extraordinary rate over the past few years. It is also likely that changing lifestyles and poor dietary habits will make a significant contribution to the overall market's growing sales. According to the research report, the global women's health market in 2016 was worth US\$ 58.05 billion and is projected to exhibit a 5.7 percent CAGR between the 2017 and 2025 forecast years.

According to a TMR report's forecasts, the global market for gynecological devices between 2017 and 2023 will clock 4.8 percent CAGR. This can convert market opportunities from US\$ 17,015.9 mn in 2017 to sales of US\$ 22,589.9 mn by 2023. Gynecological surgical instruments are at the forefront of the market in terms of product sorting. Increasing prevalence of laparoscopic single incision surgery and developments in traditional screening surgery account for advancements in gynecological surgical instruments. Geographically speaking, owing to the first introduction of advanced gynaecological devices, North America may be a remunerative environment for gynecological products.

Business income is estimated at an annualized rate of 0.5 percent to \$28.1 billion over the five years to 2019. Nonetheless, as hospice suppliers comply with these laws, demand has started to grow, leading to an estimated increase in revenue of a pair of 1 percent in 2019.

Many of the biggest players in the world are in the palliative care center industry such as Vitas Health Care Corporation, Masterful Health Care Cluster Incorporated, Sunrise Senior Living, LLC, Kindred Health Care Incorporated, Gentiva Health Services Incorporated, Home Instead Senior Care Incorporated, Amedisys Incorporated, Masterly Health Care Cluster Incorporated, Genesis Health Care Corporation, Senior Care Centers of America, and GGNHC Holdings LLC.

Distribution of people in need of palliative care by age group



Current Challenges in Palliative Care

Annually Worldwide:

- 54 million people die (all causes)
- 30 million die from progressive organ failure or other illness
- 8.5 million die from Cancer
- 1.5 million die from HIV/AIDS.

Global Palliative Care Market, by Healthcare centres

- Center to Advance Palliative Care (CAPC)
- UCLA Health
- National Hospice and Palliative Care Organization
- VITAS Healthcare
- University of Washington (UW Medical Center & UW Medicine)
- KEHPCA (Kenya Hospices and Palliative Care Association)

Goals for the Future

The below all are suggests that earlier integration palliative care has great potential to improve the well-being and possibly the longevity of individual patients while also contributing to a vital reduction in healthcare expenditures.

- Building an environment conducive to supporting people throughout their illness spectrum.
- Compassionate home and community-based palliative care supporting patient as well as carer.
- Professional caregiver and bereavement support.
- Equitable, cost-effective evidence base palliative care.
- Encouraging 'specialization in palliative care' as in other medical specialties.
- Employing 'multidisciplinary' approach to palliative care.