

Oct 1, 2024

Mar Entrambasaguas presented and moderated the second webinar, of the Global Conversation series, which focused on the transformation of care in Europe, driven by socio-demographic challenges and digitalisation. She discussed that this process especially affects the telecare model, an essential and evolving service, which already serves more than 1.2 million people in Spain within a framework of public-private collaboration.

After highlighting the participation of professionals with extensive experience from the Madrid City Council, the Autonomous Community of Murcia, the Barcelona Provincial Council and another large autonomous community such as Castilla-La Mancha, she stressed that, despite the diversity of approaches and management models, there are common elements in the telecare service in Spain: a proactive approach, an important technological base, and a high human and professional component.

Mar summarised the evolution of the service over the last 30 years, with the incorporation of new professional profiles (psychologists, occupational therapists) and technological devices, moving towards greater personalisation and efficiency. She stressed that the Spanish model is based on personalised attention, adapting the service's response to each user's needs and preferences.

She then concluded by highlighting two keys to this transformation: prevention and prolonging the stay at home, avoiding or delaying institutionalisation. She also highlighted the need to humanise technology and promote its acceptance among users, families and professionals. Finally, she announced the continuity of these seminars by Tunstall, as a space for dialogue and shared reflection.