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1. **Treat Telecare as a Public Service, Not a Premium Add-On**
   In Spain, telecare is seen as a **fundamental right**, not a luxury. It's publicly funded, widely accessible, and delivered in partnership between governments and expert providers like Tunstall Healthcare.

   Lesson: Make telecare a **core part of social care policy**—funded, regulated, and available to those who need it most.

2. **Invest in Proactive, Not Just Reactive, Support**
   Spanish telecare has moved beyond emergency buttons. It now uses **predictive analytics**, sensors, and behavioural data to spot early warning signs—such as increased risk of falls, cognitive decline, or social isolation.

   Lesson: Shift from crisis response to **early intervention and prevention**. Use data to act before problems escalate.

3. **Design Services for Equity and Local Relevance**
   Regions like Barcelona, Murcia, and Castilla-La Mancha all deliver telecare differently—tailored to geography, demographics, and population needs. Yet they share national standards and digital infrastructure.

   Lesson: Enable **local flexibility** within a **national framework**, ensuring services are both consistent and context-sensitive.

4. **Support the Whole Circle of Care**
   Murcia's model includes services for **family caregivers**, not just users—offering training, emotional support, and even respite technologies.

   Lesson: Don't just care for the cared-for. Include **caregivers as users** of the system and part of the solution.

5. **Prioritise Inclusion and Digital Equity**
   Spanish regions actively work to include **older adults, people with disabilities, and those at risk of digital exclusion**. This includes simplified devices, user-friendly interfaces, and hybrid care options.

   Lesson: Make technology **accessible by design**—not as an afterthought. Train users and co-design with marginalised groups.

6. **Integrate Health and Social Care Systems**
   Castilla-La Mancha and others are pushing for **greater coordination between health and social services**, recognising that real wellbeing isn't defined by one department or funding stream.

   Lesson: Tear down silos. Build **shared digital records**, integrated response teams, and unified care plans.

7. **Use Data and AI Responsibly**
   Barcelona leverages AI to detect subtle changes in behaviour patterns, helping prioritise care for those who need it most. But the tech is always **person-centred** and **ethically grounded**.

   Lesson: Use AI to enhance—not replace—human care. Ensure **privacy, transparency, and human oversight**.

Why Spain's Model Stands Out

Spain's success lies in combining **strong public leadership**, **digital transformation**, and **person-centred values**. Each region customises the service, but the unifying thread is clear: **telecare is there to enhance lives, not manage risk alone**.

As other countries seek to scale ageing-in-place strategies, Spain offers a practical, proven, and people-first roadmap.