The rapid ageing of populations in many countries present them and the international community with daunting challenges, but also potential benefits. How can societies help individuals to age well? The prevailing model of "successful aging" focuses on strategies to avoid disability and disease in old age. While endorsing the importance of prevention, Dr Muriel Gillick, a geriatrician at Harvard Medical School, draws on decades of clinical experience and scholarly writing to argue that the contemporary paradigm neglects the needs of those who are frail, demented, or dying. She promotes a model that focuses on quality of life for all elders. Her co-speaker in this seminar is Dr John Beard, Director of the WHO Department of Ageing and Life Course, who discusses the department's approach.