

The logo for Vital Living Institute, featuring the text "VITAL LIVING INSTITUTE" in white capital letters inside a dark blue oval with orange and blue curved borders.

VITAL LIVING INSTITUTE

Research Update: What We Know

9:30 AM - 10:15 AM

Robin Eggert, REALM Group

Sponsored by  REALM
group

Presenter

Robin Eggert

President & CEO
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Today's Reality by the Numbers

- **94%** of the U.S. **65+** population lives in traditional community housing
- **2%** in community housing with services
- **4%** in nursing homes facilities
- **45%** of women **75+** live alone
- **22%** of **85+** need help with personal care
- **75%** of **85+** still live “at home”

-Older Americans Profile 2017



TRIVIA: What are the top 5 states with the highest % of older adults?



Today's Reality by the Numbers: Women are ...

- **3** out of every **5** Americans 65+
- **3x** more likely to be living alone, spend more years with a disabling health condition or illness
- **2x** as likely to reside in a nursing home
- **2x+** likely to live in poverty

Older Women in Today's America

- They're everywhere & nowhere
- They're rarely at the table while matters affecting their lives are discussed
- Age denial allows us to exempt ourselves
- If we can't accept the value of getting older, why should we expect anyone else to?

Disruptors

“For consumer technology companies like Amazon, Apple and Alphabet, meeting the needs of aging Americans is key to retaining market dominance. It's also huge potential market. A report from 2016 found that the market for technology to assist aging adults is expected to grow from

***\$2 billion** to more than **\$30 billion** within several years, with more people opting to age at home or “in place.”*

Technology for Aging in Place Market Overview
February 2016



Disruptor: Amazon

- Already in health care
- **Hire/hiring top healthcare thinkers & innovators**
- Medical supplies and equipment to clinics & hospitals
- Forged key partnerships years ago
- Applied for the necessary state-by-state licenses
- **Voice technologies into the home**, as well as the hospital and clinic
 - Creating "skills" to help people with diabetes manage their condition
 - Hospitals across the country are experimenting with Alexa to help surgeons connecting with discharged patients
- Pursuing pharmacy



Disruptor: Walmart

- **90%** of Americans live within **10 miles** of a Walmart
- **Anthem**: Medicare Advantage
- **Humana**
 - Co-branded Medicare prescription drug plan
 - **30,000 RNs, 1,831 locations, 45 states**
- Potential huge **driving force for transforming the whole senior care ecosystem**
 - Existing partnerships
 - **Mayo Clinic**
 - **Emory** ACO serving 11,000 employees in Atlanta
 - Honor - **platform** for home care agencies
 - **Doctors on Demand**

Vital Involvement Practice

“Precisely at a time when older people become more fragile ... the environment narrows what they’re allowed to do in a way that doesn’t play to what they can still do or to what they want to be doing.”



- Helen Hivnick, PhD, University of Minnesota

Our Service Infrastructure Must Have

- Fewer layers
- More Services
- Better Teamwork
- Strong Workforce

- Robyn Stone PhD, Senior VP Research LeadingAge,
August 2018



Aging in the *RIGHT* Place

- May not be all it's cracked up to be
- *"I'd rather rot in my own home."*
- It doesn't have to be "all or nothing"
- Might prevent healthier, holistic alternatives
- Doesn't consider toll on caregivers

"People evaluate buying a toaster or coffeemaker more than they do their housing and long-term care choices."



- Stephen Golant, PhD, Professor & Gerontologist
University of Florida

Redefining Lifespaces: Shifting from the Institutional Mindset

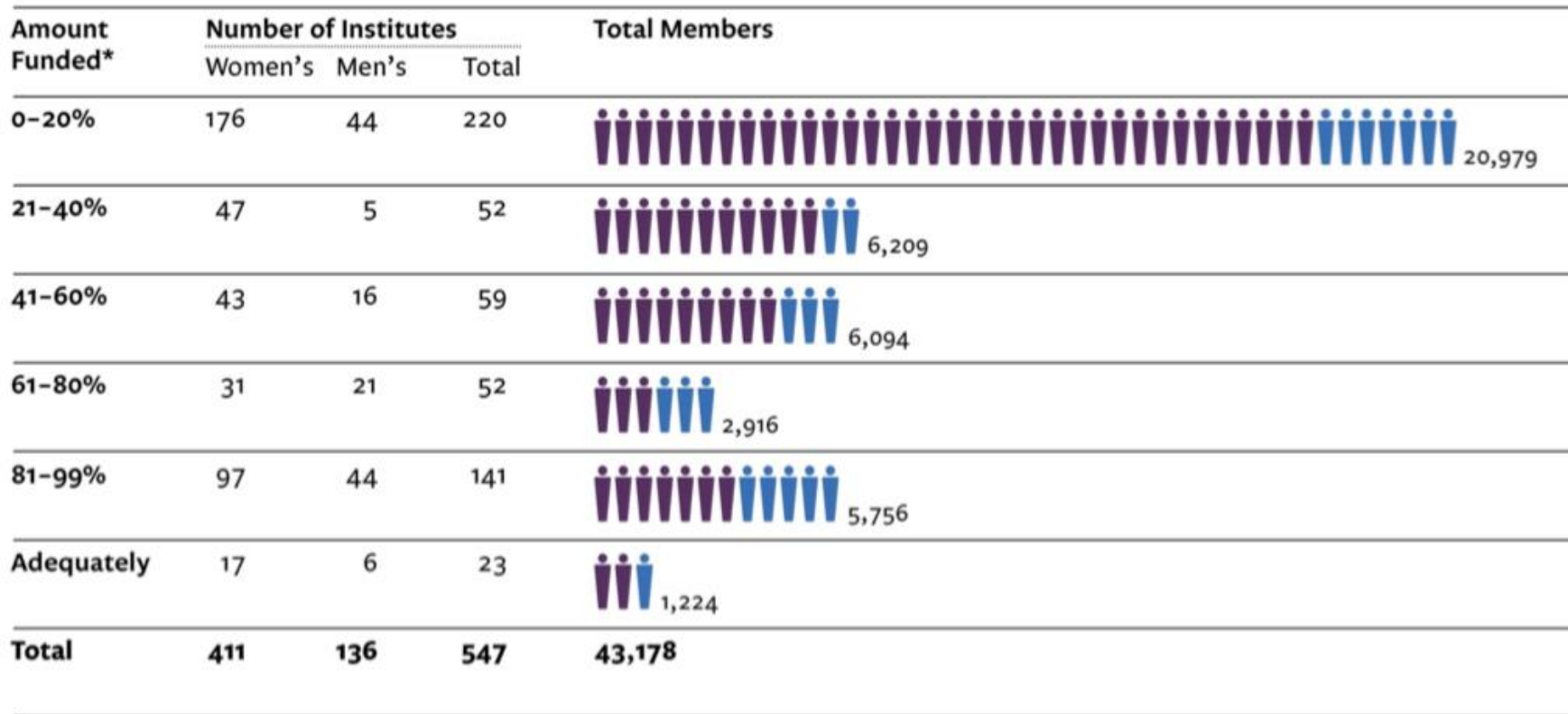
- **75%** of **85+** still live “at home”
- Co-location in housing is the most flexible living arrangement
 - Socialization
 - Supportive environment for aging-in-place
 - Ideal platform for efficiently & effectively delivering home care, health services, social & environmental supports
 - Enables seniors to remain independent & enjoy a high quality of life as they age

- LeadingAge



Shifting from an Institutional Mindset: Power in Numbers ... 43,000+ Strong

Retirement Funding Status and Membership of 547 Participating Religious Institutes



*The percentage of retirement funded is based on designated assets as of December 31, 2017.

Each symbol represents 500 religious.

 Women  Men

What's Your Reality by the Numbers?

	U.S.	Your Congregation
U.S. 65+ population lives in traditional community housing	94%	?????
Live in nursing homes	4%	?????
75+ who live alone	45%	?????
85+ who need help with personal care	22%	?????
85+ still live "at home"	75%	?????

Why now?

- We are at a distinct moment in history with which to change the conversation around aging, the future of all ages
- There is so much more life in the time left for us
- We can discover new ways to fight ageism & create & drive an inclusive social movement



We can either watch it happen or we can make it happen and, by doing so, create an aspirational or preferred future we want to live in and leave behind a legacy for generations to come.



Thank you.

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