Knowing the Consumer

Knowing What’s Coming

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New Senior Consumer’s Checklist
Knowing What’s Coming

- Residential w/ Services
- Board and Care
- Domiciliary Care
- Adult Home
- Personal Care
- Residential Alzheimer Facility (RAF)
- Sheltered Care
- Adult Congregate Living Facility (ACLF)
- Rest Homes

The Continuum

- Health Related Facilities (HRF)
- Skilled Nursing Facilities (SNF)
- Intermediate Care Facilities (ICF)
- Alzheimer’s
- Rehab
- Green House®

Understanding the Past

- Independent Housing
- Acute Environments

1900 1960 1985 2025

Understanding the Past

- Sea Changes
  - Demographic
  - Political
  - Medical
  - Technological
  - Societal

The Age Wave

- Stocks Drop Sharply and Credit Markets Seize Up

In 2010, we asked 63 providers across the country…
Is the “traditional” entry fee, life care CCRC endangered?

- Yes: 66.7%
- No: 33.3%

Have the current residential market and economic conditions permanently changed people’s outlook and expectations for their housing and service choices in their later years?

- Yes: 61.1%
- No: 38.9%

How do we look for early predictors of change?

Shift from total control to partnering

Shift from things to experiences

The marketplace wants to stay at home… however they define it.
Independent for Life: Homes and Neighborhoods for an Aging America

- Americans are aging in traditional housing designed for yesterday’s realities.
- 90% of Americans surveyed indicate a preference to age in their existing homes and communities.
- What can be done quickly and affordably to support successful aging in place?

The Challenges

- Aging in place is not just about housing; integrated services are critical. Sound urban planning is essential.
- The aging population is diverse; needs at 65, 75 and 85 vary markedly.
- Affordability is an issue – longer retirements, less savings and housing market changes are problematic.
- Caregiving is a reality that affects families and individuals nationwide.
- Model programs exist, but need to be replicated and evaluated.

Aging in Place | Unit Design

- Apartment for Life

The Fully Integrated Home

- Technology: a Tool for Providing Care

Lifelong Homes: Livable Design

- Certification program
- Individual homes are certified after incorporating a minimum set of standards
- Certified, Gold and Platinum
- Founded by Eskaton, a non-profit senior living and service provider
Accommodating Lifelong Living

- Adapt environment to user by moving traditionally fixed items
- Maximize individual's independent performance of daily tasks

Specialized Dementia Design for Cognition

Demand for existing products will decline as we offer more options and services.

Incremental Re-invention

Rehabilitation and/or Palliative Care is the Focus on Long Term Care

Diversity of Models: Living on Main Street
Diversity of Models: Lifestyle Choices | Urban Living

Sun City Ginza East
Tokyo, Japan

Diversity of Models: Lifestyle Choices | Active Adult

Christie Place
Scarsdale, New York

Leverage Resources: Hub and Spoke

- 34 units
- Satellite to CCRC (1 mile)
- "On" Main Street
- No dining or fitness on site

The Embassy
Mt. Lebanon, Pennsylvania

Senior consumers will demand the best service and value... whoever provides it.

Leverage CCRC Resources by “Hosting”

B3 Parsons
- Wellness
- Academic
- Entertainment
- Bistro
- Resource

C.C. Young: The Point, Center for Arts & Education
Dallas, Texas

Leverage CCRC Resources by “Hosting”

C.C. Young: The Point, Center for Arts & Education
Dallas, Texas
Leverage Resources: 
Inviting Broader Community In

Leverage Resources: 
Partner with Non-Senior Providers

Leverage Resources: 
Retail Community Services

Leverage Resources: 
Seeing Home as “Competition”
Leverage Resources:
CCRC without Walls / Village Movement

Look How the Village Movement has Grown!

Seniors will expect a continuity of lifestyle.

Great Room

Leverage Resources:
Age Friendly Communities

Choices

Lifestyle Homes

Exercise and Yoga
Sports and Entertainment
Messy Painter

Source: Senior Oil: Village To Einstein and CCRC habitat project analysis.
Diversity of Models: Lifestyle Choices

Culture/Lifestyle Targeted
- Lifestyle driven with shared values and experiences
- Family may not be support structure
- Niche markets

Diversity of Models: Co-Housing

- Retiring with friends
- Small scale, "in" community
- Self-planned and designed
- Community reliance for services

What could the future look like?

Time machine to the future…

Biomedical breakthroughs and advances in disease prevention continue to decrease mortality rates.

2015
- Major numerical increases in the 85+ world population growth in countries such as China and India.

2020
- The 85+ US population spirals from 3.3 million in 1990 to 23.3 million in 2020, representing an over 600% increase in this vulnerable age group.
- Japan experiences a 274 percent increase in the 80+ population between 1990 and 2025.

2035
- Oldest living person celebrates 140th birthday!

Sea Changes | Demographic

Sea Changes | Political

World sees “Third Age Party” established.

2015
- Republican party splintered-in-half due to infighting regarding social security benefits between the young and the old.

2020
- State retirement age revised to 75 years in Europe, and Japan.

2025
- America's second woman president, Chelsea Clinton, takes the oath.

2035
- International “Jünger Party” born.

2015 Home testing kits for Alzheimer’s gene fly off of the pharmacy shelves.

2020 Incidence of other conditions such as arthritis and heart disease radically evaporate as Medical/DNA research finally conquers key causes of death in older persons.

2025 Special care units occupancy levels plummet.

2035 Life expectancy rises to 150 years+.

Sea Changes | Medical

Bill & Melinda Gates Foundation and Apple/Jobs Foundation fund research for creation of the first “I-Care.”

2015 Apple iGlasses provide wearer with streaming data from medication reminders to facial recognition and names.

2020 30% of single woman over the age of 85 have a robotic cat, named Robokoneko.

2025 Apple’s iTechnology group beta tests wearable biometric screening called IT Depends.

2035 I-CARE Robotics becomes standard feature in new homes… and cars.

Sea Changes | Technological

Age segregation declared unconstitutional by Supreme Court.

2015 Older consumers regain concept of age segregated housing as an environment of choice.

2020 Former Assisted Living communities open doors to all generations requiring care and support.

2025 TIME magazine declares “Is Retirement Dead?”

2035 CCRCs demolished under new Federal program called 2-old for you-2.

Sea Changes | Societal

To put this in perspective: 29 years ago:
- Calculators cost $200
- There was no global internet.
- There were no cell phones.
- The first laptop computers had just been introduced.
- The most powerful personal computer available was less powerful than your current cell phone.
- Compact discs had been developed, but were still several years from mass production; vinyl records were still the dominant form of musical distribution.
- Cordless telephones were novel, as were answering machines, and microwave ovens.

To put this in perspective: 29 years ago:

Baby boomer Village

A self-study, self-sustaining, eco-friendly brochure for all ages

Natural Outback Community sponsored by:
- Phoenix University
- Dr. Scholl’s & Birkenstock
- Apple Computer
- The Jerry Garcia Foundation

Our business affiliates Harvard and New York University offer:
- Online MBAs… because you never had the chance
- Chess masters… because you always wanted to
- Film-making… because you can be the star
Bring back the Dead:
- Holographic concert headlined by The Grateful Dead and a reunited virtual Beatles
- Intergenerational activities:
  - Recreational storytelling
  - Monthly show and tell days in various languages
Our grass is greener and we smoke it!

Local native extremist, Ted Nugent, educates you in organic and extreme outback living:
- Family time - Grow your own food
- Join in extreme sports in a virtual environment
- Relax with yoga and meditation, and herbal treatments

Enjoy our multiple locations:
- Enjoy the natural luxuries of the fully equipped human habitat biosphere with rainforest, desert, ocean, marsh, and agriculture biomes
- High tech vs. low tech living all in one
- City Center
- Or timeshare them all!

Enjoy our travel partners:
- Leave the driving to us
- Have your own “cyclopod” and get urban street cred

Our business partners eBay, FORTUNE and craigslist can provide a virtual work environment to stay connected and work for those who can’t find their nest egg.

Enjoy our cloud culture with digital translator connecting people to dialogue, deals and distribution.
We don’t have to do it alone
We can leave a smaller footprint
We can make a difference in new and unlikely ways
We can have a broader appeal
It can be fun
We can be part of an age friendly community

Thank You

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