

Technology for Aging in Place

Laurie M. Orlov

Aging in Place Technology Watch

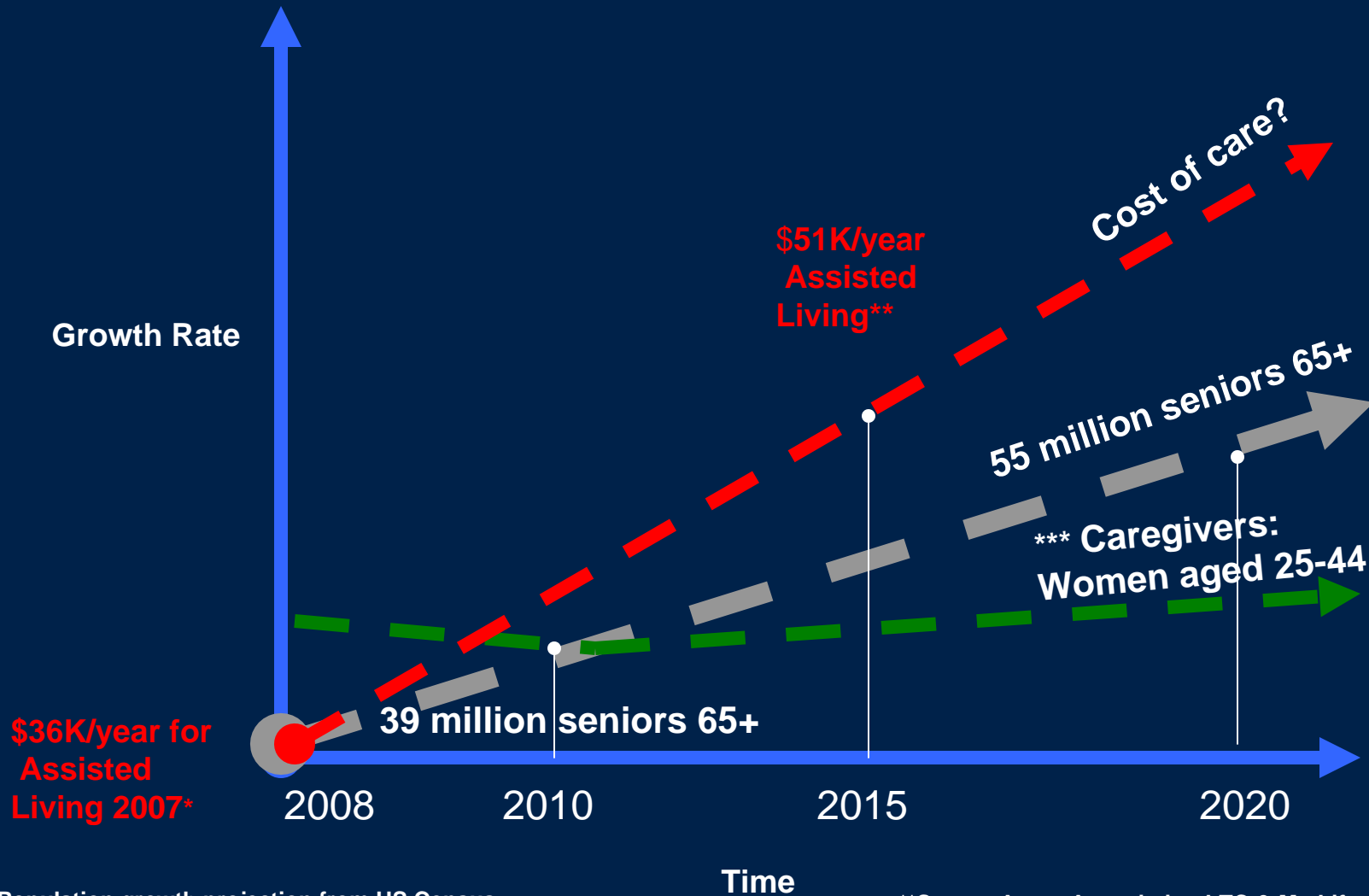


The reality of caregiving

- 10 million seniors live alone
- 25% of families care for someone outside the home*
- 79% of care recipients are over age 50
- Average age of care recipients is 75
- Informal caregiving costs estimated at \$60 billion

* Care: occasional up to frequent help with ADLs or IADLs

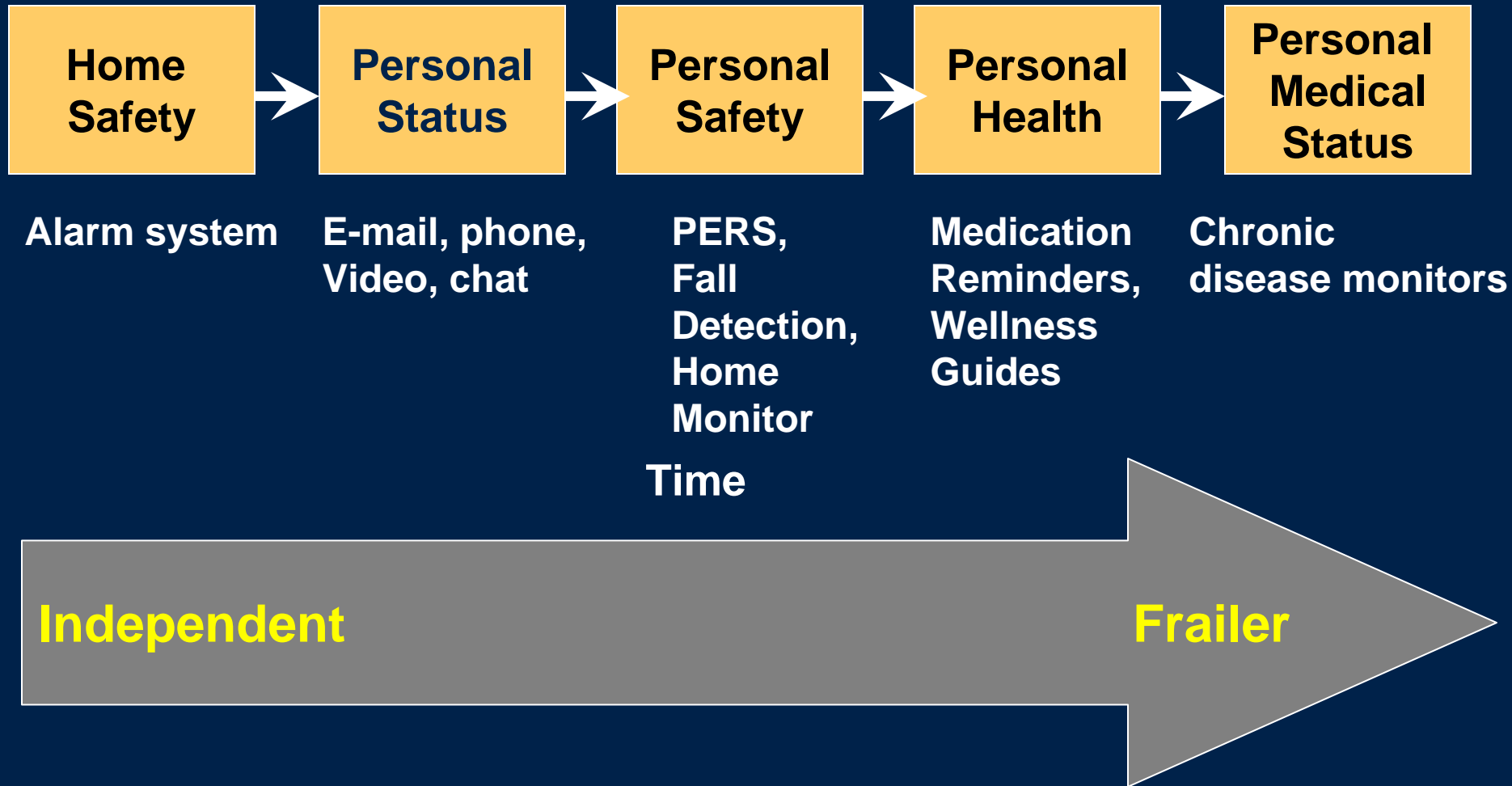
The looming crisis of care



Population growth projection from US Census
 *Source: AARP State-by-State Long Term Care Costs

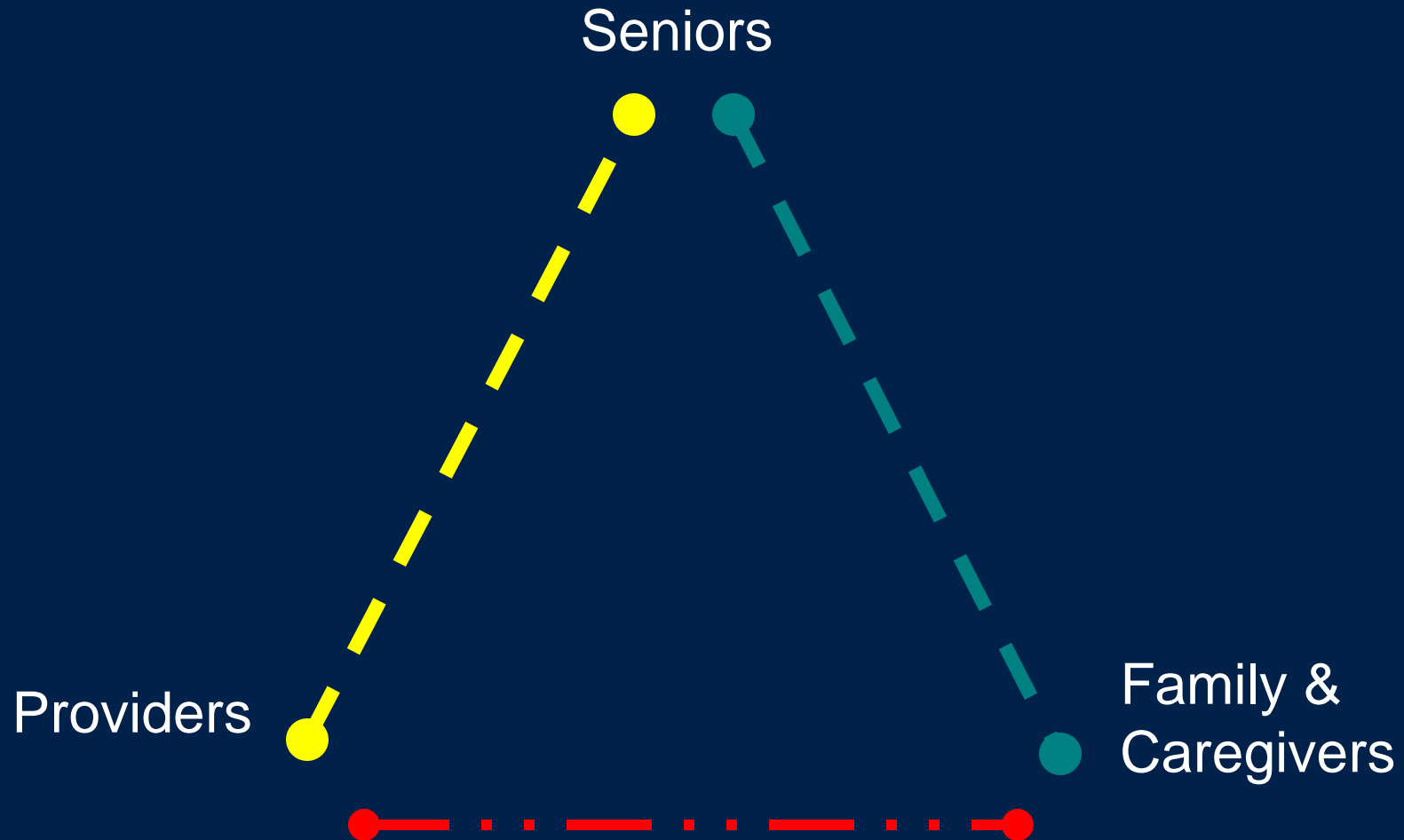
**Source Amer. Association LTC & MetLife
 ***Source National Clearinghouse Direct Care Workforce

Aging status changes vary an individual's needs over time





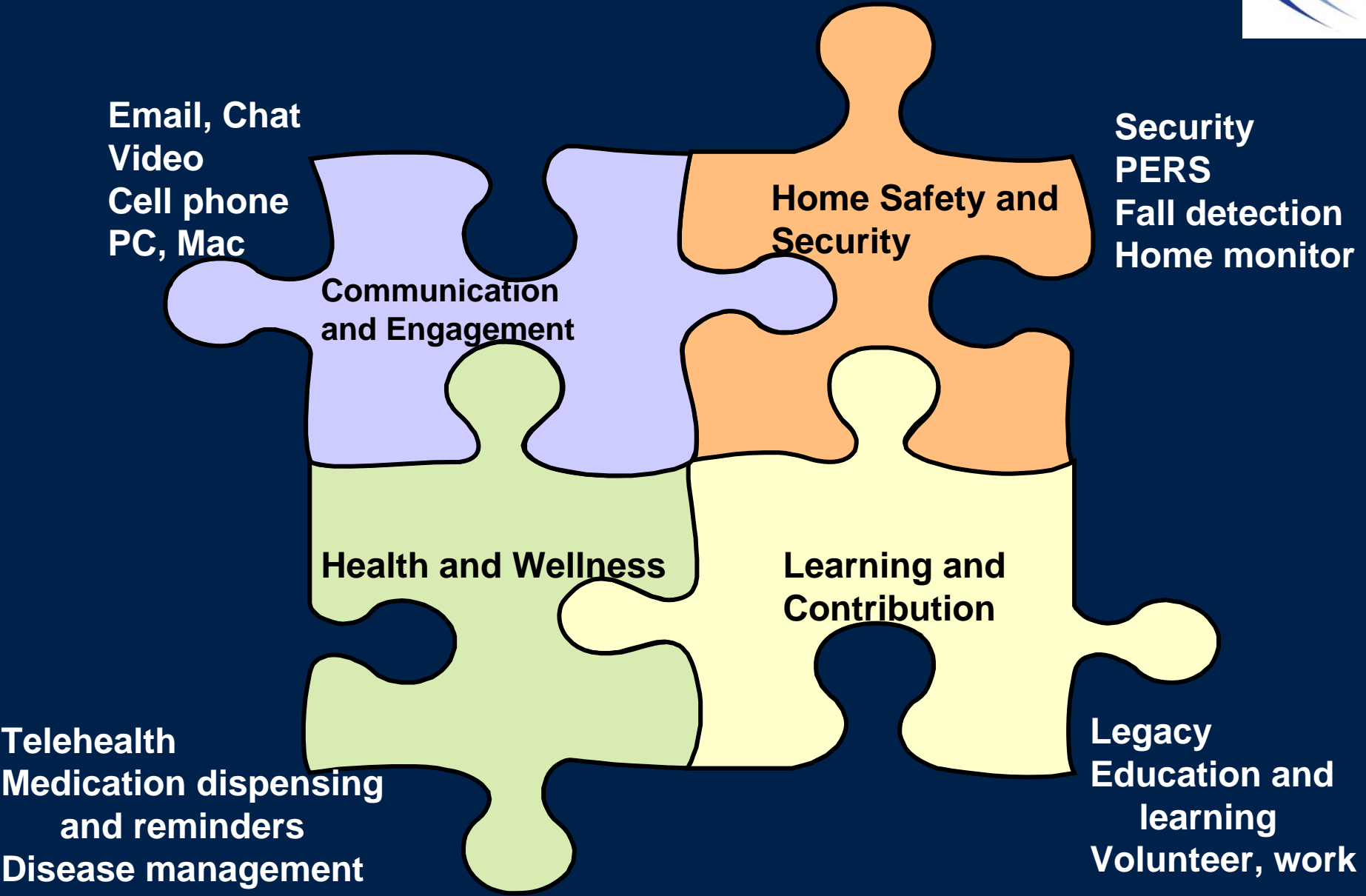
Aging in Place depends on connected relationships...



...Not well connected today

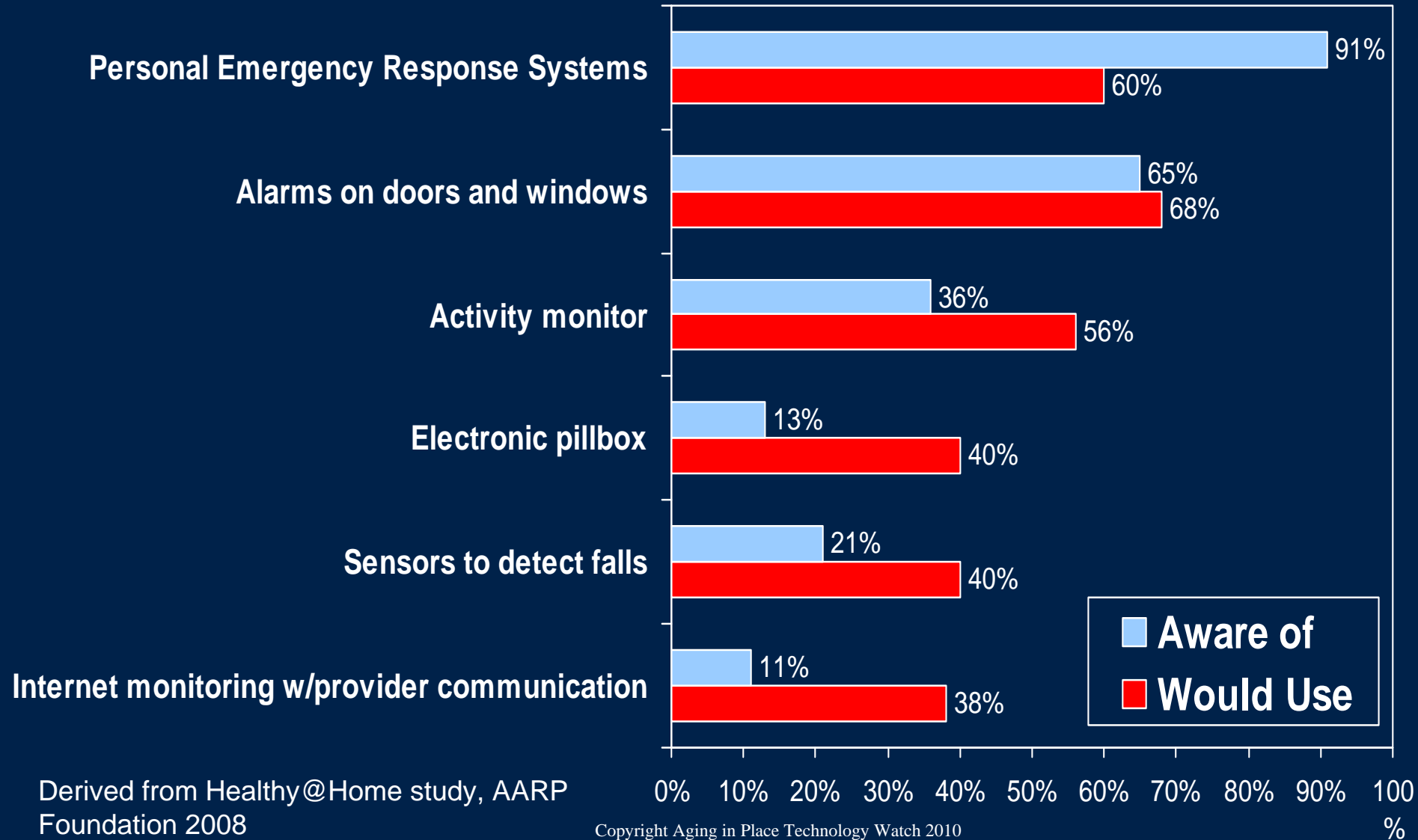


Four aging in place technology categories





Awareness and potential use of home technology devices among 65+



Derived from Healthy@Home study, AARP Foundation 2008

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%

A day in the life: Tech-enabled relationships



Senior living at home

- Passes doorway motion sensor
- Puts on fall detector
- Receives reminder to take meds
- Gets a video call from grandkids
- Requests transportation pickup
- Participates in online hobby forum
- Attends a distance learning course

Long-distance Family



- Makes the video call
- Shares trip photos
- Sets up family tree



Family/Caregivers

- Updates personal health record
- Preloads medication canister
- Sets med reminder schedule
- Configures notification phone list
- Receives home-related alerts

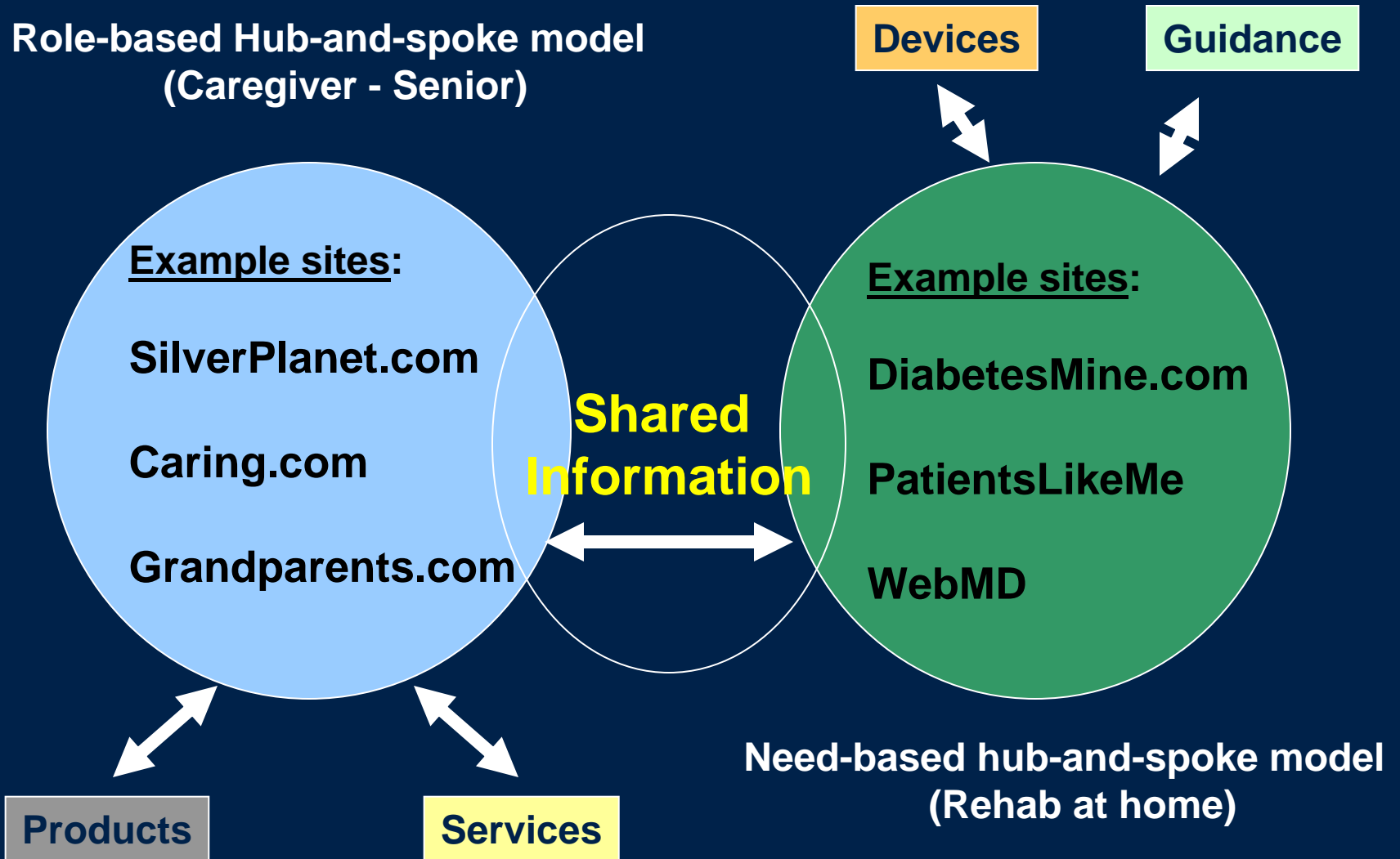


Healthcare Providers

- Updates personal health record
- Writes ePrescription
- Checks downloaded data from wearable cardiac monitor
- Answers e-mail question
- Provides a video consultation

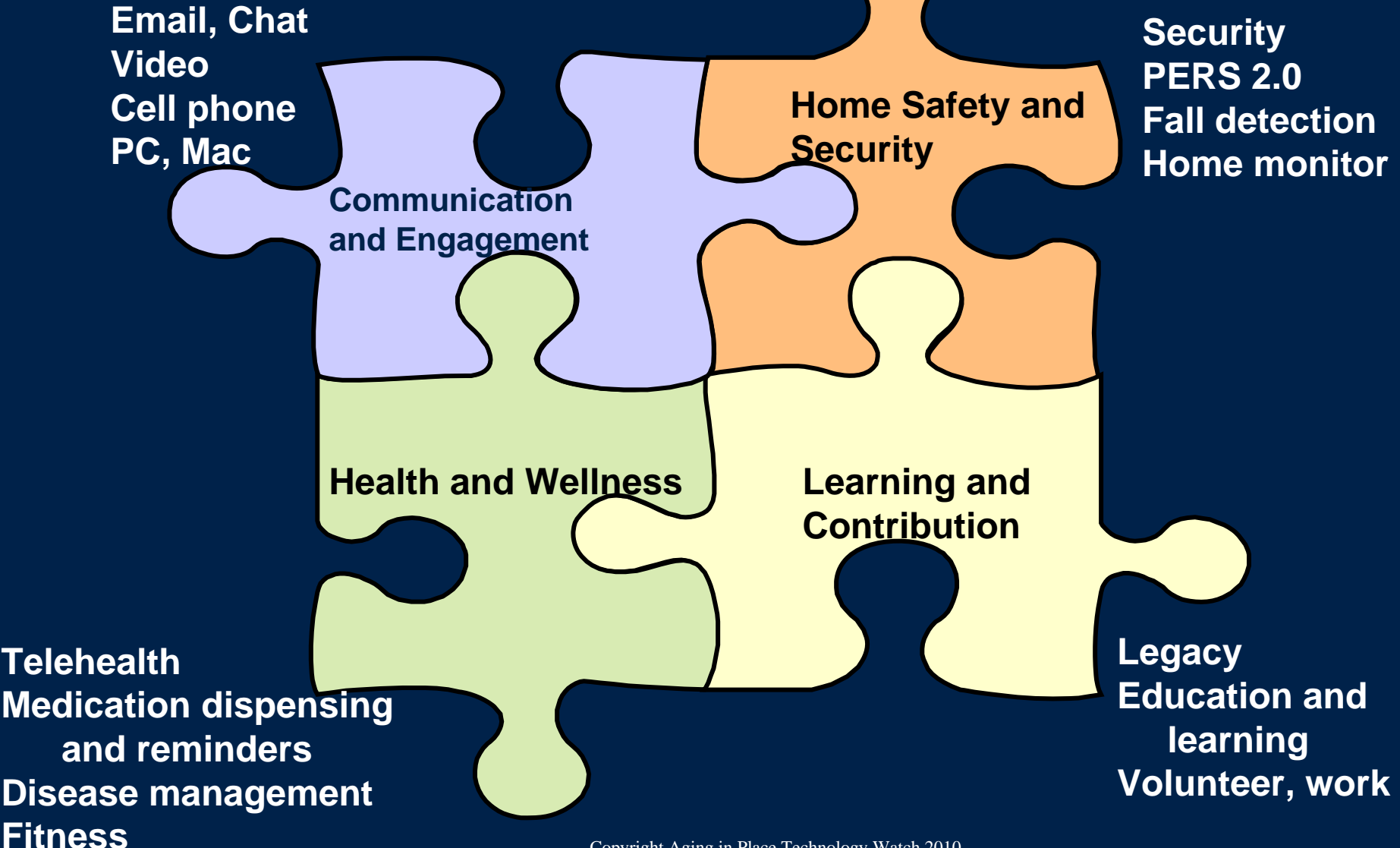


Hubs offer a lens to view and find Aging in Place Services





Four aging in place technology categories



Role- and Need-based hubs will emerge and grow




- **Providing** a lens to serving aging-related roles
- **Powering** a community of shared interests
- **Serving** caregiver family and professionals
- **Spanning** the distance and disconnect in relationships
- **Building** upon today's social networks
- **Simple** to use and intuitive



Care Assessment

Get a FREE personalized action plan!



Get started now →

The complex block is a promotional graphic for Caring.com. It features the company logo at the top, a photograph of an elderly woman and a caregiver smiling together, and a call-to-action section. The call-to-action section has a yellow background and contains the text 'Care Assessment', 'Get a FREE personalized action plan!', and 'Get started now →' with a right-pointing arrow. An image of a hand writing on a clipboard is also included in this section.



Fewer boxes, less data, more information

- **Will referral channels dominate?**

Identifying and marketing to common needs

- » Health and home care provider
- » Social services
- » Geriatric care managers



- **Who goes into the home?** Built-in computers, TVs, wireless, with sensors and cameras in and around the home easily switched on and off

- **Who connects the home and the individual?**

- » ISP Network provider
- » Cable company
- » Security dealer
- » Cell or smart phone provider



Applications will meet social and information needs

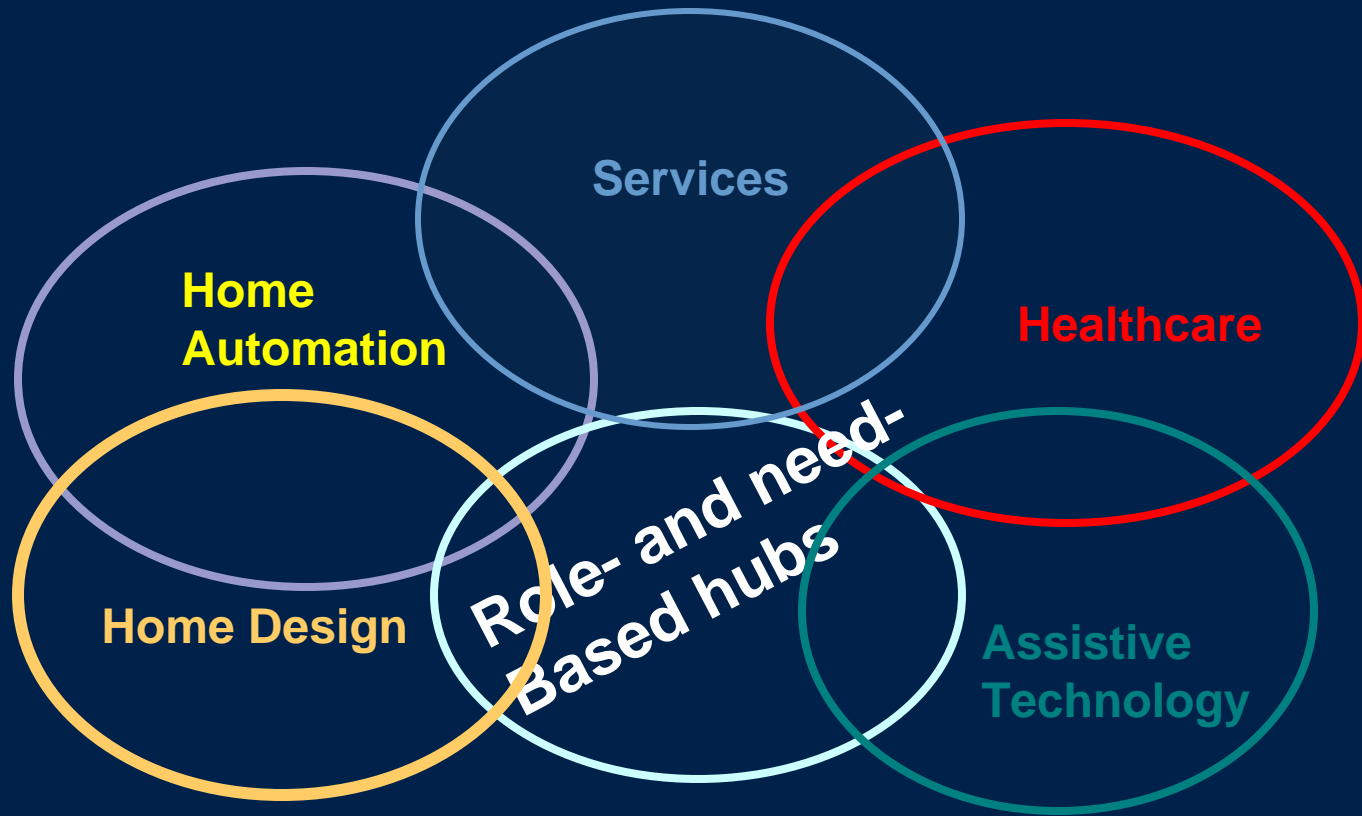


- **Discovery** and finding people with common interests (AARP All Things Wireless, SilverPlanet.com)
- **Opt-in** information and connecting to services (health, safety, work)
- **Blurred life stages** – available as needed for individuals at every age
- **Mobile** – applications will follow the person from home or away





Aging in place market silos overlap



Aging in place market silos will overlap



- **NAHB CAPS certification** will require home wireless and sensor networking knowledge
- **Home automation** bundles as a service will become a feature offered through need-based hubs
- **Security vendors** will provide interfaces for healthcare devices
- **Remote healthcare** will take the initiative to partner with security and home monitoring



When it comes to Medical Alert Systems... there is really no comparison.



MobileHelp
Compare us to anyone.

US	THEM	
✓	✗	GPS Location Services
✓	✗	Mobile Two-Way Voice
✓	✗	Locate a Loved One Online
✓	✗	Email Event Notices
✓	✓	In-Home Pendant

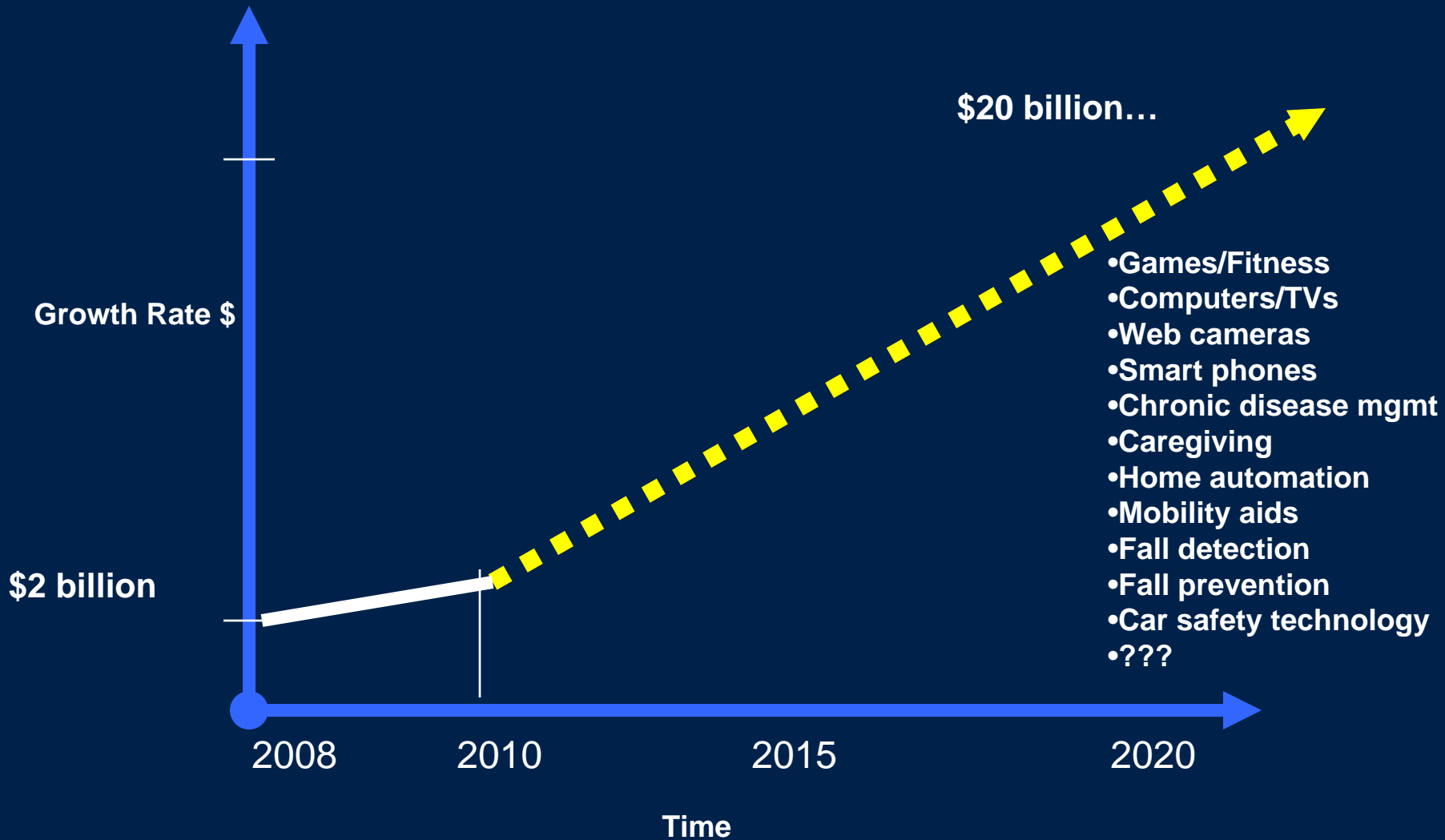
Eskaton Demonstration Home



- Connectivity through TV or home computer
- Wellness monitoring
- Cognitive fitness games
- Smart reminders
- Smart lighting and appliances

Courtesy of Eskaton Senior Residence and Services 2008

How large is the market?



\$20 billion...or more?



- Games/Fitness
- Computers/TVs or Broadband TVs
- Web cameras
- Smart phones with smart apps
- Chronic disease mgmt
- Caregiving portals
- Home automation
- Mobility aids
- Fall detection, fall prevention
- Car safety technology
- **And the enabling infrastructure...**

Advice to marketers



- **Create a boomer-and-senior aware website**
- Test usefulness with the target audience
- **Narrow scope, broaden messaging**
- Be wary of box obsolescence
- **Give away device and sell service**
- Offer the free trial
- **Add related and useful value**
- Add the community to the product
- **Monitor reputation on consumer websites**
- Cultivate members of other markets -- early

Baby boomers circa...now





Aging In Place Technology Watch

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Our future mobile health opportunity, oversized and underdeployed

Submitted by Laurie Orlov on Tue, 02/23/2010 - 09:24

[healthcare](#) | [telehealth and telemedicine](#)

Apocalypse and opportunity -- the bet is that we're not going to age well. Our favorite gloom-and-doom source, CNBC, has offered up today's **Doomsday Boomer Prediction**. Those boomers are going to be a healthcare nightmare: "They visit the doctor more, they consume more services, and they aren't afraid to use their \$7 trillion in collective wealth to improve their quality of life. From physical therapy, to cosmetic surgery, to the latest in life-saving technology, Boomers just aren't built to grow old gracefully." So inventions of every type are being crafted to help us in our quest to fight this gracelessness and support us as we get old enough to really take that predicted 8% Medicare spending bite out of the GDP by 2035. >>> [Read more . . .](#)

» [Laurie Orlov's blog](#) | [1 comment](#)

Pump up the boomer volume on tech hype

Submitted by Laurie Orlov on Thu, 02/18/2010 - 10:58

[Aging in Place Tech business potential](#) | [baby boomers](#)

CNBC wants to believe boomers represent big business. Tom Brokaw says it is so about 'boomer\$' -- in a book and a **CNBC upcoming TV special**. Since baby boomers are 'history's wealthiest and most influential generation', it must have made sense to send CNBC's Silicon Valley bureau chief Jim Goldman out to sniff out boomer tolerance for technology -- especially given the Microsoft-AARP 2009 conversational focus group study about **Boomers and Technology** (to sum that up -- boomers like technology, but want it to be more intuitive.) >>> [Read more . . .](#)

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Can innovation push limits of traditional PERS?

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Thank you!

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