A Healthcare Revolution

The Future is Female – Older, Technologically-enabled Females
Who am I and what am I doing here?
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I’ve worked with seniors for 12 Years

• Independent Living
• Assisted Living
• Memory Care
• Skilled Nursing
• Long Term Care
• Home Health/Hospice
Imagine a hospital that focused on the issues that matter most to seniors.
“According to a study published in the Journal of General Internal Medicine, one out of five older adults experiences ageism in health care settings and those who frequently experience it have a higher risk of developing a new disability or worsening existing ones.”
Founder & Director of MIT’s AgeLab
Author of *The Longevity Economy, Inside the Worlds Fastest Growing, Most Misunderstood Market*
“Whenever you start a research program around aging, it always devolves into falls, pills, and reminder systems. The instinct is always to “solve” the problem of aging. And that’s a worthy and necessary goal for a part of the population, part of the time. But it’s incomplete: Older adults are people first, not a puzzle to be solved. It is not until very recently that we’ve begun to think beyond medicalized technologies that beep, buzz, and badger us, to consider things that may connect you with a family member or a more extended social network. Think about the internet of things: We have houses that are aware of our well-being, systems making sure we haven’t fallen, and toilets talking about what we ate.

How about connecting some of those things to social networks or friends and family, so that a grandchild can ask me for my cookie recipe, not just whether or not I took my beta blocker?”

MIT News – Interview with Joseph Coughlin
How can we truly enhance the healthcare experience for seniors?

First, we have to better understand them.
She expects to not only live longer, but live BETTER.

“We are not going to be little old ladies sitting in a nursing home with blue-rinsed hair,” said Jenny Kee, @Jennykeeeoz, a 71-year-old Australian artist and knitwear designer. “Or if we are going to be in a nursing home, we’ll be there with our marijuana, our health foods and our great sense of style.”
Insta-Granny does look at aging as a problem to be solved.

So, why do we??
“Consider this, women, particularly middle aged and older women –

Control more than 60% of wealth in United States

• Account for approximately 85% of consumer purchases
• Make nearly 90% of all health purchase decisions (who chose your doctor or went to the pharmacy last?)
• Influence or directly purchase over 60% of all automobiles
• Buy nearly 70% of consumer computers”
“..Women are the lifestyle leaders inventing the new old age.

Think about this:

“…with new technologies, medications and service interventions we may not necessarily be sick – or too sick to live a far more active life than previous generations.”
The Future is Female....

“Some of these women don’t live in big cities. For them,

*Instagram can lead to long-distance friendships*

...real-life encounters, dinner parties and other events that combat isolation and foster a sense of community.”

“The Glamorous Grandmas of Instagram”
https://nyti.ms/2DMrXro
Seniors will control wealth

“What’s more, they have a demonstrable earning capacity,

Many working well into their 60s and 70s

others reinventing themselves to embrace new forms of entrepreneurship.”

“By 2020, worldwide older-adult spending will reach $15 trillion”

“The Glamorous Grandmas of Instagram”

https://nyti.ms/2DMrXro

The Longevity Economy, Coughlin
In Conclusion

Let’s re-think how we think about AGE

Language matters

“When talking about a woman over 40, people tend to add qualifiers: “She looks great...for her age” or “She’s beautiful...for an older woman.” Catch yourself next time and consider what would happen if you just said, “She looks great.” Yes, Americans put youth on a pedestal. But let’s agree that appreciating the dewy rosiness of youth doesn’t mean we become suddenly hideous as years go by.”
Senior Care Services: *In Conclusion*

Let's start a healthcare revolution by changing the way WE perceive aging.

Let's connect and celebrate our seniors versus simply “comfort” them.