


PHRC Webinar Series
 Tuesday, May 13, 2014 1:00 pm

Aging in Place

Market Strategies and Solutions in Residential Construction


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Questions related to specific materials, methods, and services will be addressed at the conclusion of this presentation.



Course Description

With people living longer lives, embracing more active lifestyles, and taking on new challenges later in life, the importance for homeowners to grow old in their current home has become a more important goal for many consumers. "Aging in Place" refers to the ability to safely live in one's home, while using products, services, and conveniences which allow you to remain in your residence as your life circumstances change. With this changing need, a new opportunity has arisen that can help building and remodeling companies grow significantly. This webinar will provide participants with the knowledge to effectively market, identify, and recommend attractive design solutions that can offer a safe and comfortable space for homeowners who wish to age in place. This webinar will present techniques for modifying home designs for new construction and remodels.



- ### Learning Objectives
- At the end of the this course, participants will be able to:
- Identify the characteristics of the three target market segments in the Aging in Place market and describe design features or modifications that can help meet the needs of each market segment
 - Determine design solutions for various rooms of a home that will meet the needs of the Aging in Place client
 - Recognize social, generational, and economic factors that impact the Aging in Place market
 - Identify new and innovative products and/or equipment that can be used or installed to improve the safety of the residence
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- ### Agenda
- ❖ Background
 - ❖ Factors of the Aging in Place Market
 - ❖ Assessing the needs of Aging in Place Market
 - ❖ Design and Building Strategies
 - ❖ Design Solutions
 - ❖ Summary
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Overview of Aging in Place

Background

- **What is Aging in Place?**
 - A term used to describe a person living in the residence of their choice, for as long as they are able, as they age
 - The concept of adapting your home and lifestyle to provide a safe and healthy living environment as you age
 - Includes being able to have any services or support systems needed over time as occupant needs change



Market Characteristics

- **The Aging in Place market is characterized by needs/wants that develop from the aging process**
 - Planning for changes that will occur due to aging & what impacts these changes will have on their lives
 - Not just for senior citizens
 - For those who want to maintain their current quality of life
- **Planning presents an opportunity to lessen the burden by:**
 - Outlining how and where needs will be met
 - Lessening the need for assistance from family, neighbors, or community resources



Changing Lifestyles

- **Reasons for changes in lifestyle**
 - Health
 - Genetics
 - Disease
 - Lifestyle Choices
 - Medical care
 - Nutrition
 - Exercise
 - Environment
 - Air quality
 - Water quality



Changing Lifestyles

- **Life changes might include:**
 - Impaired vision
 - Impaired hearing
 - Decreased mobility
 - Decreased muscle strength or endurance
 - Reduced mental processing capabilities
 - Increased risk of falls due to balance issues
 - Increased risk of illness



Why is it Important

- **Aging in Place is a GOAL for a lifestyle**
 - *INDEPENDENCE* while aging dependent upon varied circumstances
 - Ability to *AGE* in a home *WITH DIGNITY*
 - *ENHANCE THE QUALITY OF LIFE* and proceed with a desired lifestyle
 - The ability to thrive in a *HEALTHIER ENVIRONMENT*



Why is it "Important"

- **Represents market opportunity**
 - Home modifications to meet client needs
 - Building "aging ready" homes
 - Consulting
- **Training is key element**
 - Technical
 - Business management
 - Customer service skills



Why is it Important



Beacon Hill Village

- Beacon Hill Village
 - A member-driven organization for Boston residents 50 and over, provides programs and services so members can lead vibrant, active and healthy lives, while living in their own homes and neighborhoods.

Look How the Village Movement has Grown!



Source: Beacon Hill Village 15th Database and NCI's National Impact Analysis

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Identifying Factors of Aging in Place Market

Increasing Market Size

- The percentage of older Americans has increased significantly
 - 15.3% increase in 65+ population from 2000 - 2010
 - Currently 13.7% of Americans are ages 65 and older
 - By 2030, the 65+ population segment is projected to be 71.5 million
 - Projections show 18% will be 65 and older
 - People are living longer
 - 1987 life expectancy = 74.77
 - 2012 life expectancy = 78.74

US Dept. of Commerce, Bureau of the Census

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Baby Boomers

- Baby Boomer Generation
 - Born from 1946 to 1964
 - Boomers make up approximately 25% of the total U.S. population CNN.com
 - Approximately two-thirds of all seniors 65 and over have at least one chronic disease National Center for Health Statistics

1949	2,559	1955	1,997
1941	2,703	1956	1,218
1942	2,689	1957	1,300
1943	3,104	1958	1,255
1944	2,930	1959	1,245
1945	2,858	1960	1,258
1946	3,111	1961	1,268
1947	3,817	1962	1,167
1948	3,637	1963	1,098
1949	3,649	1964	1,027
1950	3,932	1965	1,760

US Dept. of Commerce, Bureau of the Census

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Population By Age Group

Table 1. Population by Sex and Selected Age Groups: 2000 and 2010
(For information on confidentiality protection, nonsampling error, and definitions, see www.census.gov/prod/cen2010/docs/totals/1.pdf)

Sex and selected age groups	2000		2010		Change, 2000 to 2010	
	Number	Percent	Number	Percent	Number	Percent
Total population	281,421,906	100.0	308,743,538	100.0	27,321,632	9.7
SEX						
Male	138,063,563	49.1	155,781,326	49.2	15,717,763	9.9
Female	143,358,343	50.9	156,964,212	50.8	13,605,869	9.5
SELECTED AGE GROUPS						
Under 18 years	72,293,912	25.7	74,181,467	24.0	1,887,555	2.6
18 to 17 years	19,175,798	6.8	20,201,262	6.5	1,025,464	5.3
5 to 17 years	53,118,014	18.9	53,980,195	17.5	862,181	1.6
18 to 14 years	112,183,705	39.9	112,806,642	36.5	622,937	0.6
15 to 24 years	27,143,454	9.6	30,672,098	9.9	3,528,634	13.0
25 to 64 years	81,662,436	29.0	89,144,664	28.8	7,482,228	9.2
65 years and over	34,991,753	12.4	45,267,964	13.0	10,276,211	15.1
16 years and over	217,146,127	77.2	243,275,595	78.8	26,129,378	12.0
18 years and over	200,126,044	71.3	234,564,071	76.0	34,438,027	17.2
21 years and over	196,899,190	70.0	230,959,853	71.6	34,060,663	17.3
62 years and over	41,256,029	14.7	49,972,181	16.2	8,716,152	21.1

Source: U.S. Census Bureau, Census 2000 Summary File 1 and 2010 Census Summary File 1

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Pennsylvania VS. USA

Population: 2012 estimate Source: US Census

- ALL AGES:
 - PA: 12.76 MILLION USA: 313.9 MILLION
- AGES 50-64 YEARS OLD :
 - PA: 21% (2.69 MILLION) USA: 19.5% (61.16 MILLION)
- AGES 65 YEARS OLD & OLDER:
 - PA: 16% (2.04 MILLION) USA: 13.7% (43.15 MILLION)

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Pennsylvania

- **AGE 60 YEARS & OLDER :**
 - 2020 ESTIMATE:
 - 25 % of the total population (3.3 MILLION)
 - 2030 ESTIMATE:
 - 28 % of the total population (3.6 MILLION)

Source: US Census

Market Desires

- **Social attachments**
 - Friends
 - Neighbors
 - Family

Provide support that help people remain active and independent within a community
- **Desire to remain in their current home as long as possible**
 - 91% of pre-retirees (50 to 65) responded that they want to live in their own homes in retirement
 - Of that group:
 - 49 percent want to stay in their current homes
 - 38 percent want to move to new homes

Market Realities

- **Net worth of older adults is greater than the majority of the U.S.**
- **Older adults who continue to own their own homes have often accrued equity in their property**
- **Even if day-to-day assistance or ongoing health care is needed during retirement:**
 - 82% would prefer to stay in their homes
 - Only 9% express a preference for moving to a facility where care is provided
 - Only 4% prefer moving to a relative's home

Assessing the needs of Aging in Place Clients

Three Market Segments


- **Aging in Place:**
 - 1) Without urgent needs
 - 2) With progressive condition based needs
 - 3) With traumatic change needs

1) Without Urgent Needs

- **This market segment includes individuals who:**
 - Want to stay in their current home
 - Are not experiencing immediate health/mobility issues
 - Prefer to age in place and enjoy the design feature conveniences that accompany the Aging in Place process

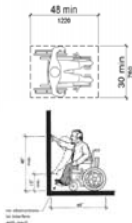

Without Urgent Needs

- **Clients types:**
 - “Planners”
 - In good health but aware of future needs
 - Satisfied with current living situation
 - Modifications in anticipation of caring for an aging parent
 - *local ordinances may exist
 - “Procrastinators”
 - Difficulty coming to terms with life conditions
 - Changes point to weakness
 - Will wait until an urgent need forces a decision




Without Urgent Needs

- **Key category design elements**
 - One zero-step entrance to access the home
 - First floor bathroom with wall reinforcements for future grab bar installment
 - 32-inch wide doors on access route on ground floor
 - Switches, outlets, controls should be installed at accessible heights


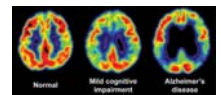

2) Progressive Condition Based Needs

- **This market segment includes individuals who:**
 - Have conditions that are acute at the onset, but progress or become chronic
 - Heart disease
 - Multiple sclerosis
 - Diabetes
 - Are usually aware of their needs but meeting them is not necessarily considered urgent
 - Require long-term modifications that may need to be adaptable to their changing condition




Progressive Condition Based Needs

- **Client groups:**
 - Specific mobility needs
 - Difficulty walking
 - Orthopedic problems
 - Arthritis
 - Osteoporosis
 - Limited range of motion
 - Cognitive changes
 - Less acute memory function
 - Decreased speed of learning
 - Stroke
 - Dementia
 - Alzheimer’s Disease
 - High blood pressure


Progressive Condition Based Needs

- Sensory impairment needs
 - Sight
 - Cataracts, Glaucoma
 - Hearing
 - Conductive hearing loss vs. Sensorineural hearing loss
 - Touch
 - Peripheral neuropathy
 - Taste
 - Loss of taste
 - Smell
 - Loss of smell



Progressive Condition Based Needs

- **Key category design elements**
 - Making handles and knobs more “graspable”
 - Loop handles, ‘D’ handles
 - Easier to manage controls
 - Switches, drawers, cabinet pull-outs
 - Sensory improvements
 - Color differences in flooring
 - Labels – easy to read
 - Touch operation systems
 - Increased lighting/illumination systems



3) Traumatic Change Needs

- **This market segment includes individuals who:**
 - Recently experienced a dramatic change in health
 - Have immediate needs
 - Need clear/direct options due to sudden changes in regards to their personal and family's lives
 - Less likely to be informed about home modifications available to provide assistance



Traumatic Change Needs

- **Client characteristics:**
 - Mobility issues
 - Falls resulting in injury
 - Heart attack
 - Surgery/amputation
 - Chemotherapy
 - Sensory impairments
 - Sudden loss of vision/hearing
 - Cognitive changes
 - Stroke
 - Fall or accident
 - Conditional side effects
- *May require emergency response repairs/modifications



Traumatic Change Needs

- **Key category design elements**
 - Conditions consist of all types of impairments
 - Important to have basic understanding of scope/impact
 - Specific client needs
 - In many cases, health care providers can assist in assessing client needs
 - Home entry
 - Cooking
 - Eating
 - Personal care



Design & Building Strategies

Design Categories

- **Four design categories apply when considering needs of aging in place clients**
 - Universal Design
 - Adaptable Design
 - Accessible Design
 - VISIBLE Design




Universal Design

- **Definition:**
 - The design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design —NAD
- **Universal design *enhances* traditional design**
 - Offers comfort
 - Offers convenience
 - Offers ease of use



Adaptable Design

- Addresses issues of individual occupant necessities and changes in capability over time
- Features can easily be added or removed based on the individual's needs
- Examples:
 - Strengthened ceilings for future lift devices
 - Installation of conduits for future wiring or updated controls
 - Blocking in walls for future grab bars



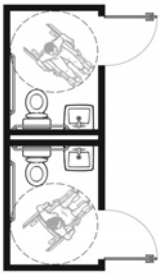

Adaptable Design

- **Blocking**
 - Future bathroom grab bars
 - Wire conduits
 - Future needs




Accessible Design


- **Addresses the specific needs of the Aging in Place client**
 - Does not have the responsibility of overall market appeal
 - Features assistive technologies to meet the client's needs only
 - Detailed assessments followed by individual design
 - Barrier-free design

Accessible Design


- **Handicap accessible**
 - 1.7 TO 2.3 million use wheelchair mobility devices (.6% of the Total Population)
 - Source: National Health Interview Survey & Census Bureau's survey of Income & Program Participation
- **Often follow limits set by governing bodies**
 - ADA
 - ANSI 117.1






Visitable Design

- **Housing designed in such a way that it can be lived in or visited by people who have trouble with steps or who use wheelchairs/walkers**
 - Home designed/constructed to have a visitable ground floor
 - Gives guest free range of movement on main level
 - No need for specialized equipment or assistance
 - Less reliance on ramps, railings, and lifts

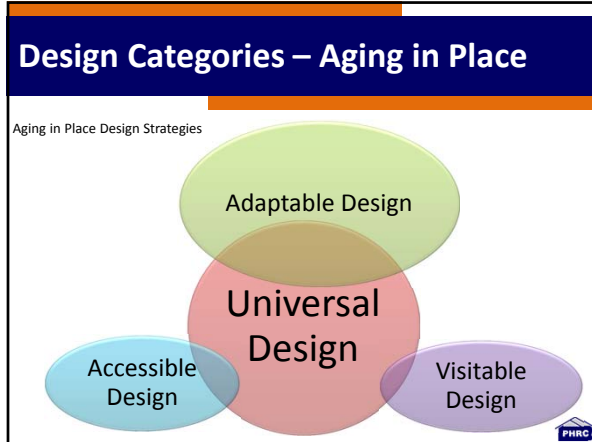


Visitable Design

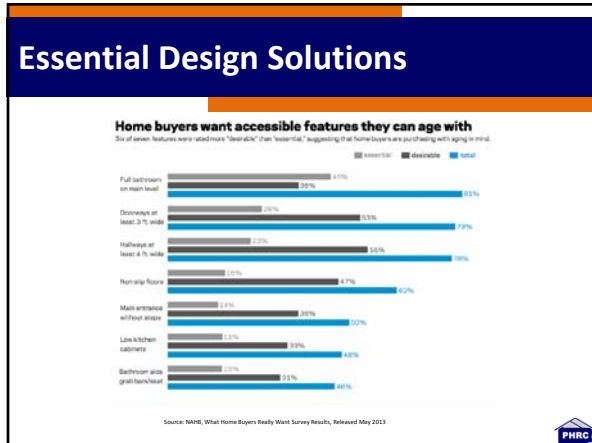
- **A house is visitable when it meets three basic requirements:**
 - One zero-step entrance
 - Doors with 32 inches of clear passage space (free range of movement)
 - One bathroom on the main floor







Design Solutions



Home Design Solutions

- Main entrance without steps
- Graspable handles

Home Design Solutions



- Contrasting Finishes
- Wider Doors & Hallways

Lighting

- As people age:
 - More sensitive to glare
 - Reduced ability to focus
 - Less sensitive to color
 - Contrasts in light levels become painful
 - Colors blur
- Vary lighting depending on task


Non slip floors

- **Objectives:**
 - Smooth
 - Non-glare
 - Slip-resistant surfaces
- **Use color & texture contrasts to indicate change in surface levels**


Kitchens

- **Goals:**
 - Have everything as easy to reach as possible and limit bending/reaching
 - Incorporate open shelves for frequently used items
 - Install pull-down or pull-out shelves
 - Variable counter heights
 - Maneuverability and room to move
 - 48" passageways
 - Clearances at appliances



Kitchens





- Maneuverable
- Easy to use
- Flexible spaces




Kitchens




Bathrooms

- **Goals:**
 - At least one full bathroom should be located on the main level of the home
 - Adequate space to move
 - Wheelchair
 - Assistive devices
 - Accessible tubs and showers with seats
 - Install grab bars at toilet & shower
 - Toilet at the proper height for comfort & safety



Bathrooms

- Zero Threshold shower entry
- Grab bars
- Specialty tubs
- Accessible toilets
- Easy to reach controls







Aging in Place Products

- Everyday products for you home that make aging in place easier

Touch Screens

Remote Controls

Large Buttons

Organization & Shelves

Lifting Tables

Keyless Entry

Summary

Summary

- Aging in Place is term used to describe a person living in the residence of their choice, for as long as they are able, as they age
- The percentage of older Americans has increased significantly
 - Baby Boomers
 - Life expectancies
- Represents market opportunity

Summary

- Three market segments:
 - 1) *Without* urgent needs
 - 2) *With* progressive condition based needs
 - 3) *With* traumatic change needs
- Design categories:
 - Universal
 - Adaptable
 - Accessible
 - Visitable
- Design solution depend on client needs/wants that develop from the aging process

