

Insights into the Future

How Boomers Will Transform the Healthcare Industry Forever

The future of healthcare is on everyone's mind. Matt Thornhill and John Martin, the co-founders of the *Boomer Project*, provide answers with an exciting, multimedia keynote speech that shares research-inspired predictions on what the future of America's healthcare system. They explain what it will look like 5, 10, and 20 years from now and identify the impact it will have on care providers, caregivers, businesses, and entire communities.

While there are trends already at work in shaping the future of healthcare, the forces driven by older Baby Boomers will have the biggest impact. Boomers, the largest, wealthiest and most influential generation in American history have transformed society in every phase of their lives. They will do so in the next one. As Boomers replace today's seniors, America's 65+ segment will grow from 10% to 20% of the population. But our research reveals that Boomers will be vastly different consumers for healthcare and eldercare support services as they age, transforming healthcare and entire communities to meet their needs and expectations.

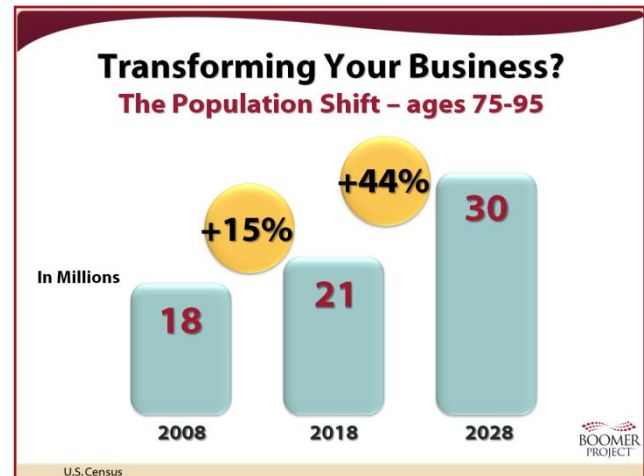
In this presentation, the *Boomer Project* demonstrates just how far the healthcare industry will shift from institution-based to home-based care and from "sick care" to true "health care."



More importantly, we'll share why these changes are coming. The deep-seated Boomer generational traits of control, entitlement, and transformation will conspire with the globalization of healthcare, promising technologies, and a

ing wave of *caring collaboratives* in new and different ways.

This provocative keynote address is designed for members of healthcare associations, executives of healthcare systems, economic development officials, elected officials and community planners.



The audience will:

- **Gain a deeper appreciation of how Boomers will grow older** through the lens of psychology, sociology, and anthropology – understand what really makes older Boomers tick.
- **Understand Boomers' future healthcare needs and expectations** - for living arrangements, mobility, and independence and how these differ from today's seniors.
- **Learn the 10-Year Trends for the Future of Healthcare.** Understand the nuances of how Boomers will reshape the healthcare system.
- **Learn how the projected shortfall in senior healthcare workers will be managed** by technological breakthroughs and the new wave of "caring collaborative."
- **Come away with insights on what this means for entire communities** planning for the doubling of their senior population. Boomers will not only age in place, they will usher in a profound new beginning for health as we know it for all generations. Learn the practical steps communities should be making now to get ready for the age wave.

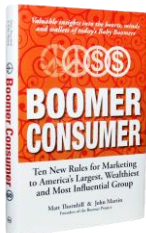
Healthcare Industry Speaking Experience:

John Martin and Matt Thornhill have shared these insights as key-note speakers for the following healthcare associations and organizations:

- Aging Services of California's 2009 Public Policy Conf.
- American Health Care Association
- American College of Healthcare Administrators
- American Heart Association
- Hospital Corporation of America
- Kentucky Association of Health Care Facilities
- Maine Health Care Association
- National Center for Assisted Living
- New York State Association of Health Care Providers
- Oregon Health Care Association
- Pennsylvania Homecare Association
- South Dakota Health Care Association
- Virginia Commonwealth Univ. Health System
- Virginia Healthcare Association
- Washington Health Care Association
- Windsor Associates Ophthalmologist Association

"Your presentation held the attention of the audience at our CEO Conference; and I have heard nothing but great feedback. You were so good we want you to speak at our national event this fall."

*Teresa Eyet
Manager - Education Programs, AHCA*



The Book: *Boomer Consumer*

In 2007, Matt and John co-authored *Boomer Consumer*, a business book that details many of the Boomer Project's initial research-inspired insights and practical marketing suggestions. *Boomer Consumer* was recognized as one of the Top Ten business books in 2007 by Corbis, a Bill Gates company. Discounted bulk quantities of *Boomer Consumer* are available in hard- or softback editions for speaking engagements.

Marketing Research and Consulting Services

As the nation's leading authority on today's older Boomers and generational marketing, the Boomer Project can offer healthcare industry organizations, businesses and communities a full range of marketing research and consulting services. Through our parent company, SIR Research (sirresearch.com), who has conducted over 14,000 custom research studies, we can help your company, organization or government agency formulate communication strategies to connect with and motivate each generation.

We have recently completed research or consulting assignments with Fortune 100 consumer healthcare giant Johnson & Johnson, with Home Instead Senior Care, the world's largest provider of non-medical in-home care, and with the Older Dominion Partnership, a public/private initiative to help prepare communities, businesses and non-profits in Virginia for the age wave. Visit olderdominion.com to learn more.

To find out more about speech topics, training and workshops, and research and consulting services, contact Jocelyn Tice (804) 342-1774. jocelyn@boomerproject.com