


PHRC Webinar Series / Tuesday, January 13th, 2015 @ 1pm

Aging in Place

Business Strategies for Residential Construction

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



Description



- “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 people living longer lives, embracing more active lifestyles, and taking on new challenges later in life, the importance the “age in place” has become a more important goal for many consumers. This new demand has opened doors for unique business opportunities for builders, remodelers, design professionals, and manufacturers. This webinar will enable participants to identify, recommend, and implement design solutions that create a more comfortable lifestyle for clients looking to “age in place.” Various business methods and construction considerations will be presented, and, concerns and recommendations for properly executing the job will be addressed.

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Learning Objectives

- **Following the completion of this webinar, participants will be able to:**
 - Describe methods of performing a needs assessment to identify and balance the safety and essentials required by the client
 - Determine design solutions for various rooms of a home that will meet and satisfy the needs of the Aging in Place client
 - Determine the primary decision maker when conducting business on an “aging in place” project
 - Recognize specific design solutions for the client and understand considerations for executing the job while the client is in the home


 

Agenda

- ❖ Background
- ❖ Markey Characteristics
- ❖ Assessing the Job
- ❖ Scheduling the Job
- ❖ Executing the Job
- ❖ Design Solutions
- ❖ Summary & Questions



Background



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

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Background - Market

• 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

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Market Size

• The percentage of older Americans continues to rise dramatically

- Healthier lifestyles
 - Specialized medicines
 - Increased technology
 - Focused care
- } Reasons for increased life expectancy
- People are living longer
 - 1987 life expectancy = 74.77
 - 2012 life expectancy = 78.74

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Market size - Baby Boomers

- **Baby Boomer Generation**

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

U.S. Births By Year In Thousands

1940	2,559	1955	4,097
1941	2,703	1956	4,218
1942	2,989	1957	4,300
1943	3,104	1958	4,255
1944	2,939	1959	4,245
1945	2,858	1960	4,258
1946	3,411	1961	4,268
1947	3,847	1962	4,167
1948	3,637	1963	4,098
1949	3,649	1964	4,027
1950	3,632	1965	3,760

US Dept. of Commerce, Bureau of the Census

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Why is it “Important”

- **Represents business opportunity**

- Home modifications to meet client needs
- Building “aging ready” homes
- Consulting

- **Training is key element**

- Technical
- Business management
- Customer service skills

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Program Objectives

- **To present various methods and techniques for modifying a home design**

- New Construction
- Remodel
- Retrofitting

- **Provide knowledge to the builder/remodeler of potential client needs**

- Current and projected needs based on client

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Program Objectives

- Allow participants to:
 - Identify
 - Recommend
 - Offer
- } Effective design solutions for the Aging in place client
- Methods of performing a needs based assessment for an aging in place client
 - Understand affordability considerations and concerns associated with aging in place clients
 - Create a safe and comfortable environment for individuals seeking that “age in place”

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Market Characteristics

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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 **72 million**
 - Projections show **18%** will be 65 and older
 - People are living longer
 - 1987 life expectancy = 74.77
 - 2012 life expectancy = 78.74

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US Dept. of Commerce, Bureau of the Census



Market size - National

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/2010/doc//t1.pdf

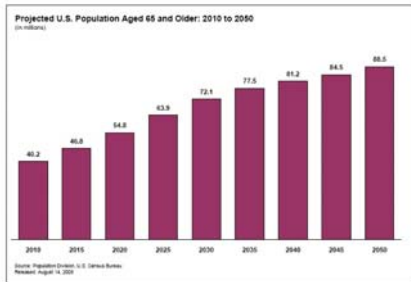
Sex and selected age groups	2000		2010		Change, 2000 to 2010	
	Number	Percent	Number	Percent	Number	Percent
Total population	281,421,906	100.0	308,745,538	100.0	27,323,632	9.7
SEX						
Male	136,053,963	48.1	151,781,326	49.2	15,727,363	9.9
Female	145,367,943	51.9	156,964,212	50.8	13,596,269	9.5
SELECTED AGE GROUPS						
Under 18 years	72,293,812	25.7	74,181,487	24.0	1,887,675	2.6
Under 5 years	19,175,798	6.8	20,201,362	6.5	1,025,564	5.3
5 to 17 years	53,118,014	18.9	53,980,125	17.5	862,091	1.6
18 to 44 years	112,183,705	39.9	112,804,642	36.5	620,937	0.6
18 to 24 years	27,143,454	9.6	30,672,088	9.9	3,528,634	13.0
25 to 44 years	85,040,251	30.3	82,132,554	26.6	-2,907,697	-3.4
45 to 64 years	61,952,836	22.0	81,488,445	26.4	19,535,609	31.5
65 years and over	34,961,793	12.4	46,267,964	15.0	11,306,171	32.1
18 years and over	217,146,127	77.2	243,273,595	78.8	26,127,468	12.0
18 years and over	209,126,094	74.3	234,564,071	76.0	25,437,977	12.2
21 years and over	196,899,193	70.0	235,958,853	76.4	39,059,660	19.8
65 years and over	41,256,529	14.7	49,872,181	16.2	8,615,652	21.1

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

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Market Size - National



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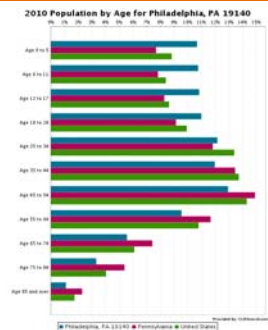


Market Size - Pennsylvania

• 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



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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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Three Market Segments

• Aging in Place:

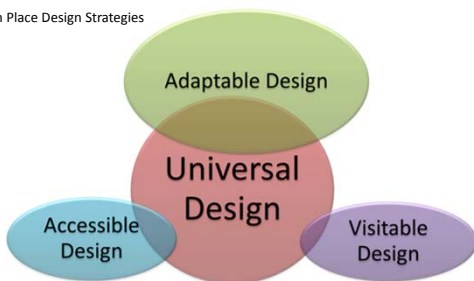
- 1) Without urgent needs
- 2) With progressive condition based needs
- 3) With traumatic change needs

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Market Design Categories

Aging in Place Design Strategies



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Market Design Services



Market Appeals

- **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
- **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

MetLife Marketing Institute



Market Appeals

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

Provide support that help people remain active and independent within a community
- Many organizations are using housing as a platform to provide supportive services that adapt to the needs of seniors
 - Allowing them to remain at home and continue to engage with their communities



Market Opportunity

- **Represents large market opportunity**
 - The NAHB predicts that aging in place remodeling market to be \$20-\$25 billion
 - Most existing homes were build without regard for Universal Design
 - Accessibility
 - Visitability
 - Adaptability
 - 45% of homeowner remodeling spending is by persons who are 50 or older Joint Center for Housing Studies (JCHS)
 - Clients will have immediate and expanding needs

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Assessing the Job

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Determining the Decision Maker

- **Who is the “decision maker?”**
 - Spouse
 - Adult child
 - Companion
 - Case manager
 - Healthcare professional
- **Client may not always be able to make decisions regarding care or lifestyle changes needed**

Not always the client who is requiring the necessary home modifications

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Determining the Decision Maker

- **It is important to be clear on who is the ultimate decision maker**

- If possible, involve all parties in the process
- Be clear with all parties on expectations

Potential Decision Makers

- **Spouse/Significant other/Guardian**

- Often primary caregiver
- Best source of unbiased information
- Potential concerns
 - Financial
 - Lifestyle



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Determining the Decision Maker

- **Adult Children**

- Great source of information
- Often not living in the home
 - Time constraints
 - Job intentions
 - Financial intentions



- **Others**

- **Influencers**
 - Friends/distant family
 - Service providers
- Be aware of any hidden agendas
 - Clients home
 - Clients money



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Other Decision Makers

- **Others - Partnership**

- Health Care Professionals (HCP)
 - Occupational Therapists
 - Physical Therapists
 - Social Workers
 - Case Managers
 - Nurses



- **Can provide detailed client prognosis**

- Recommend appropriate needs based solutions
 - Mobility issues
 - Progressive needs

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Assessing the Client

- **Focus should be on providing clients with safer and more accessible living environments**
 - Needs will vary depending the client's impairment requirements
- **Incorporate Universal Design and Aging-in-Place principles into home modifications**
 - Retain home's market value
- **Aging in place is a choice to ensure a higher quality of life and attempt to control aging related circumstances within the home**

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Client Impairment Categories

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

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Assessing Client Impairments

- **Mobility and Ambulatory Considerations**
 - Canes
 - Used by clients who require increased stability
 - Walkers
 - Clients with difficulty walking
 - Wheelchairs
 - Manual Wheelchairs
 - Power Wheelchairs
 - Scooters
 - Turning radius
 - Pivoting seat

} Width concerns for interior spaces

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Assessing Client Impairments

• 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

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Assessing Client Impairments

• Cognitive impairments

- Orientation
 - The ability to correctly identify surroundings
 - Who, where, when
- Alertness
 - Being mentally responsive and perceptive
- Memory
 - Memory loss
 - Short-term vs Long-term

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Home Audit

• Pair client assessment with a “home audit”

- Gathering of pertinent data regarding living accommodations
 - Floor plan
 - Area dimensions
 - Area limitations



• Results in an effective client evaluation

- Determine “scope of work”

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Possible Funding Sources

- There are 4 different types of assistance for home modifications:

- Loans
- Grants
- Labor
- Equipment loans



- Loans

- Banks
- Equity
 - Owners have built large amounts of equity in their current homes
 - Equity helps with affordability concerns for financing the project

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Possible Funding Sources

- Grants

- One-time for a specific home modification purpose & do not need to be re-paid
 - Medicaid HCBS waivers and home modifications
 - Pennsylvania Department of Aging Medicaid Waive
 - Pennsylvania Services My Way (SMW) Program
 - Veterans programs for home modifications
 - Non-Medicaid govt. assistance for home modifications
 - HUD Home Improvement Loans

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Possible Funding Sources

- Free Labor Programs

- Organizations offer free labor for home improvements
 - Non-Profit & Foundation Assistance for Home Modifications
 - Rebuilding Together (originally called Christmas in April)
 - Veterans volunteer programs – “Heroes at Home”

- Equipment Loans

- Organizations making free, long term loans of home modification equipment to the elderl
 - May lend a senior a removable wheelchair ramp that does not need to be returned until the senior moves from the home & no longer requires use of the ramp

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Scheduling the Job

Scheduling Considerations

- **Aging in place jobs require a different job scope than traditional modifications**
 - Client is usually living in the home where modifications are being done
 - The client may require special needs regarding:
 - Cleanliness
 - Climate control
 - Accessibility
 - May result in fragmented work process

Job Scope

- **The division of work to be performed under a contract or subcontract in the completion of a project, typically broken out into specific tasks with deadlines** – Business Dictionary
- **Additional importance on scope of work in aging in place projects**
 - Nature of clients disability
 - Funding considerations
 - Discussion with specific material providers
 - Medical or mobility concerns

Equipment Installation

- Equipment for aging in place clients with traumatic condition often must be installed by specialists
- Equipment is often new to the market and may require longer periods of time to ensure proper installation
- Allow proper time for proper equipment training to occur with the aging in place client
- Equipment installation is often a team effort

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Schedule Constraints

- Overall, make sure to build in extra time or give special consideration to planning aging in place projects when you create the *job scope*
 - Sales process
 - Financing process
 - Construction process
- Special considerations
 - Working bathroom
 - Dust
 - Debris removal
 - Lack of heating/cooling

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Executing the Job

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Building Around the Client

- **Take extra precaution to protect the safety of the client based on their needs**

- Kitchens
 - Bathrooms
 - Bedrooms
- Consider client routines regarding daily activity

- Possibly only one usable bathroom for the client
- Does project require the client to seek temporary accommodations
- Mobility issues of the client being affected

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Building Around the Client

- **Considerations:**

- Protective floor material that will not affect the client's mobility
- Plastic room dividers to prevent dust transfer
- Promptly remove construction debris to minimize risk
- Use a portable air filter
- Block return vents
- Temporary bathrooms that meet client needs

****May seem obvious, but these types of concerns require extra consideration on Aging in Place jobs****

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Communication

- **Make sure to communicate with the client and decision maker often**

- Often the first time remodeling process has taken place for the client
- Set proper expectations
- Discuss the project throughout
 - Features and benefits of upgrades

- **Make sure everyone working on the project is aware of the nature of the job taking place**

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Post Completion

- **Thoroughly explain any additional costs that occurred during the construction process**
 - Also of any future changes if a return trip is required
- **Provide necessary client training of all necessary devices installed**
 - Have supplier explain specialized equipment
- **Provide contact names for contractors and equipment for service requirements**
 - Leave any manuals or manufacturer's instructions with the client

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Design Solutions

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Home Design Solutions

• The can be implemented:

- Entrance
- Visual enhancements
- Windows and doors
- Flooring
- Lighting
- Kitchens
- Bathrooms



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Aging in Place Products

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



Touch Screens



Large Buttons



Lifting Tables



Remote Controls



Organization & Shelves



Keyless Entry

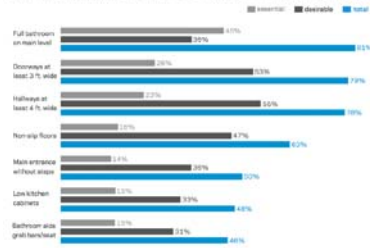
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Essential Design Solutions

Home buyers want accessible features they can age with

Size of space features were rated more "desirable" than "essential", suggesting that home buyers are purchasing with aging in mind.



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Source: NAHB, What Home Buyers Really Want Survey Results, Released May 2013



Summary

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Summary

- **Aging in Place is:**
 - 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
- **The percentage of older Americans has increased significantly**
 - Baby Boomers
 - Life expectancies
- **Represents business opportunity**
 - Home modifications to meet client needs
 - Building “aging ready” homes
 - Consulting

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Summary

- **Assessing the job**
 - Who is the “decision maker?”
 - Focus should be on providing clients with safer and more accessible living environments
 - Clients will be:
 - 1) Without urgent needs
 - 2) With progressive condition based needs
 - 3) With traumatic change needs

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Summary

- **Clients can have:**
 - Mobility and Ambulatory Considerations
 - Sensory impairment needs
 - Cognitive impairments
- **Pair client assessment with a “home audit”**
 - Result be an effective *scope of work*
- **Aging in place jobs require a different job scope than traditional modifications**
 - Building around the client and their needs
 - More time necessary

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Summary

- Extra consideration must be given to the *Scope of Work* if equipment is to be installed
- During construction, take extra precaution to protect the safety of the client based on their needs
- Make sure to communicate with the client and decision make often
 - Set proper expectations
 - Discuss the project throughout
- Design Solutions

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