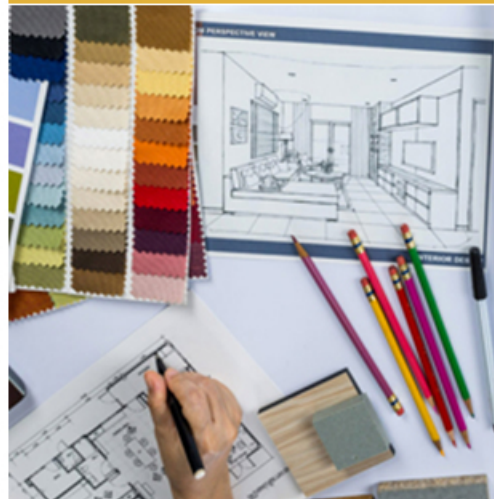




Baby Boomer Trends



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HOW TO CARE FOR BABYBOOMERS

- | | | | |
|---|---|----|--|
| 1 | Meet by PHONE or face-to-face | 6 | Include them. Collaboratively define the mission |
| 2 | Show PERSONAL appreciation | 7 | Hear their INPUT |
| 3 | TREAT them as EQUALS | 8 | Offer FLEXIBLE work schedules |
| 4 | Be DEMOCRATIC , not bureaucratic | 9 | Leverage their KNOWLEDGE |
| 5 | SAY: We need YOU | 10 | Value TEAMWORK |

Did you know that 10,000 "Baby Boomers" will turn 65 until the year 2030? That is something. Baby Boomers are the largest and most affluent group in American history.

Baby Boomers Value....

- Education and what it adds to their lives.
- Are more in tune with their emotions than the Silent Generation that came before them.
- Their freedom and are anti-authority.
- They will spend money on things to keep themselves healthy.
- They are socially conscious.

As the Baby Boomers age into retirement it's important to remember that the average age for moving into independent living facilities is the mid-80's and baby boomers are still 15 to 20 years away from driving the market, but trends are shifting to meet their needs.

CCRC (Continuing Care Retirement Community) is now called Life Plan Community for active adults and this savvy group is looking for person centered care in a warm environment that doesn't look institutional. The 13-person Greenhouse households are gaining in appeal and these members, not residents, want choices.

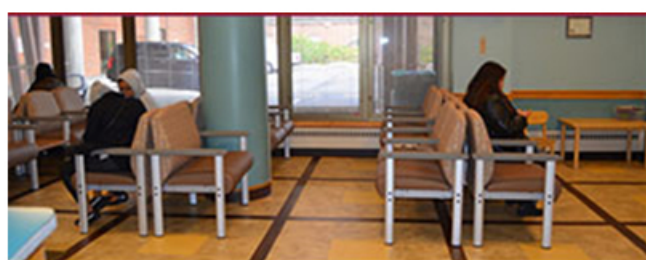
- Themed communities in urban settings are very appealing; especially integrated and intergenerational.
- Cultural centers or clubhouses with flexible dining times are in demand.
- More finish selections and closet organizers in their personal spaces and additional floor plan choices are desirable.
- "Experiences": Art and Music Studios, Internet Café, Chef-Open Dining, Shared Gardens with Raised Planters and Movie Theatres.
- Independence: Self Service Bistro Style Dining, Grab & Go Convenience & Coffee Shops.
- Intimate Themed Spaces: Sun Rooms, Game Rooms, Card Rooms --- you name it!

[Click here](#) to check out this article that is chock full of wisdom and information.

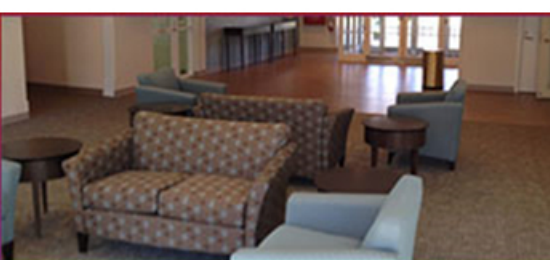
Statistics have been posted that 57% of the Baby Boomers plan to move from their homes and 72% plan to stay in the state they are in. 25% will buy a second home and 83% won't live with other generations of their family. Decisions will eventually need to be made. Amenities offered by facilities will play a large part. Small changes can yield a big impact and **TeamPAR** understands how to make a design look seamless even when budgeted over a span of 5 to 10 years. Lean on us to help you plan and spend your dollars wisely.

[Click here view for more resources.](#)

Job Highlights



ST.-MARYS HOSPITAL



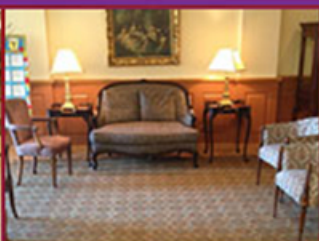
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