Communications are critical for resident health

Older adults are defining later years on their terms. Assisted living facilities must transform the experience they provide. Communications will be at the heart of this transformation.

Demographics are shifting

The population is getting older

98,000,000
The number of Americans aged 65 and older is projected to more than double from 46 million today to over 98 million by 2060[1]

24%
share of the total US population 65-and-older by 2060—up from 15% today[1]

More racially and ethnically diverse

45.4% of older population that will be non-white by 2060 up—from 21.7% today[2]

Living longer

79 years average U.S. life expectancy—up from 68 years in 1950[3]

Working longer

27%
of men 65 and older expected to be in the labor force in 2022—up from 23% today[4]

66%
expect to be or are already working past age 65 or do not plan to retire[4]

More educated

25%
of people aged 65 and older that have completed a bachelor's degree or more[5]

vs. **5%** of people aged 65 and older in 1965 had completed a bachelor's degree or more[5]

Tech savvy

58%
of adults ages 65 and older say technology has had a mostly positive impact on society[6]

75%
of internet-using older adults say they go online on a daily basis[6]

9%
go online almost constantly[6]

83%
of adults aged 50-64 are very or somewhat confident using technology[6]

Wealthier

90%
The percent of Americans aged 65 and older above the poverty line—up from 70% in 1966[7]

83%
of US household wealth is held by people 50+[7]

They want to age in place

90% of people over 65 plan to remain in their homes and communities. The home (aging in place) is the biggest competitor to assisted living[8]

33% of people over the age of 65 need assistance with at least one activity of daily living (e.g. eating, bathing, dressing)[9]

And pushing an "ageless" perspective

It used to be that a person would work, then flip the switch to retirement. Today, retirement norms are rapidly changing for baby boomers:

42% envision a phased transition to retirement[9]

34% expect to rely on social security as their primary form of income[9]

"Age is no longer an indicator of behavior — older people will be more visibly diverse, less easy to typecast, and less predictable, moving in and out of specific markets, as their needs, interests and lifestyle change."
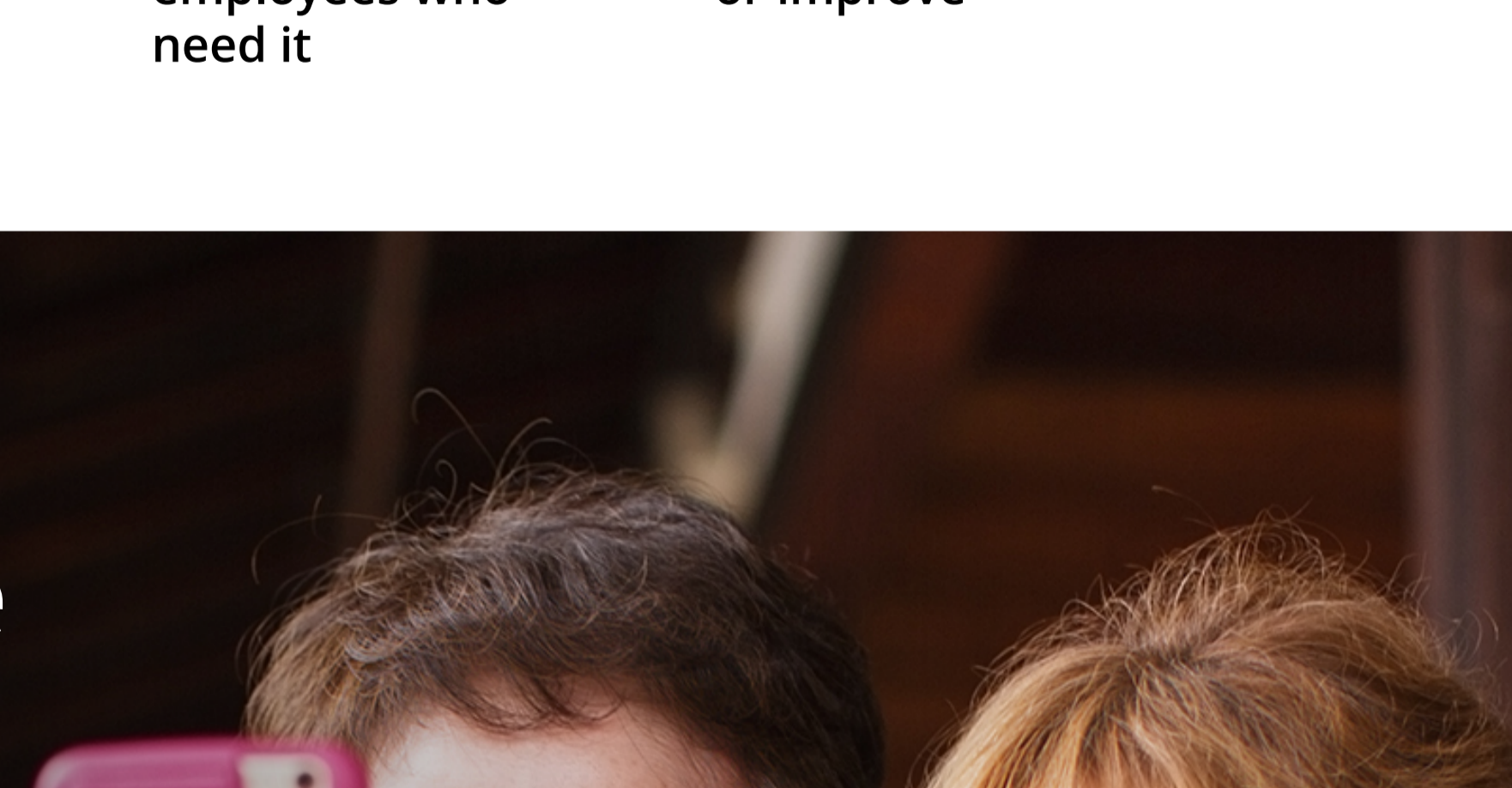
Susan Pinker,
Author, The Village Effect[10]

Communication technology typically prevents care providers from optimizing the resident experience:

Islands of communication: chat, phone, video, email

Inaccessible specialists and expertise

Fragmented systems of record: unavailable to employees who need it

Lack of engagement insights: can't anticipate needs or improve

Enable residents to connect, engage and be challenged

With 8x8's integrated phone, messaging, video conferencing and contact center communications platform, care providers and residents are able to connect, engage and define what it means to be ageless.

Friends and Groups: Drive engagement / Enables participation

Continuous learning: Remote learning / Tech adoption

Care providers: Real-time access / Instant collaboration

Data driven insights

Family: Accessible / Promotes engagement

Communications. Transformed.
To learn more, visit us at www.8x8.com

Sources:
1. U.S. Census Bureau 2. U.S. Census Bureau, Population Reference Bureau Aging in The United States 3. Centers for Disease Control and Prevention National Center for Health Statistics 4. Transamerica Center for Retirement Studies 5. U.S. Census Bureau, Population Reference Bureau Aging in The United States 6. Pew Research Center 7. AARP 8. Aging 2.0 9. Transamerica Center for Retirement Studies 10. Aging 2.0

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