

Senior living and wellness: a five year forecast (2019-2023)

Drivers



- More people will need assistance with physical or cognitive activities of daily living; higher number of people with dementia
- Need to serve younger 50-75 year-olds and 80+ elders at the same time
- Need to recruit qualified and dedicated employees
- More people will want to “age in place” in their primary homes

Positioning



75%

Lifestyle/wellness is a high or essential priority for the organization

64%

Leadership views wellness in all dimensions as a “must-have”

89-95%

have cognitive, physical, social and spiritual dimensions of wellness

Forecast



59%

Will base the community in a wellness lifestyle with options for care

66%

Workforce in communities that will be based in wellness believe everyone works together in a culture of wellness

42%

People will make positive lifestyle choices for health (eat better, exercise)

48%

Redesign of programs and activities for younger older adults, the Boomers

Source: ICAA Active-Aging Industry Trends Survey 2018, www.icaa.cc