

# Washington State Hospital Association

## *The Avalanche of Aging:* *Implications for Hospitals & Healthcare*

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# Presenters

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# Peter Drucker's "The Next Society"

“In the developed countries, the dominant factor in the next society will be something to which **most people** are only just beginning to pay attention: the rapid growth in the **older** population and the rapid shrinking of the **younger** generation.”

The Economist

# The Longevity Revolution

- The Longevity Revolution...  
“Wave #1” of a Three-Wave global aging avalanche.
- The most important healthcare trend of the next 25 years .

# The Longevity Revolution

- Comparable to the Agricultural Revolution and the Industrial Revolution—it changes everything.
- For 99% of human history (until 200 years ago), only 2-3% of any society on any continent, ever reached...age 65.

# The Longevity Revolution

- Today 14.7% of Americans are 65+.
- By 2030...in our lifetimes ... 23% of Americans will be 65+.

# The Revolution in Longevity

- **Two – thirds** of every human who **ever** reached the age of 65 on this planet...

...is alive today.

# The Longevity Revolution

Let's explore life expectancy in America:

- At the time of the American Revolution, it was ... under 30.
- In 1900 .... US life expectancy was 47
- In 1935....when Congress passed SSI...55
- In 2000 ... US life expectancy....76
- In 2100? \_\_\_\_\_

# Skeptical of future “projections”?

- Here is some history:
- Between 1990-2000 the number of Americans age 18-34 shrank by 9 million.
- At the same time, the number of Americans age 50+ rose 12 million.

# The Longevity Revolution

- Something happened in the 4Q04 that has never happened in human history:
- The proportion of people 60+ exceeded...
- The proportion of people under 5.

Longevity: Run its course?  
...or... the tip of the iceberg?

- Are we approaching our biologic maximum life span?
- Or could it be that the increase in life span is just starting to take off?

# Just the tip of the Iceberg?

★ Consider:

In the last 10 years...more resources have been deployed in the battle against aging and disease than in the previous 10 centuries.

# The tip of the Iceberg?

- ★ Stem Cell Research
- ★ Bionic Body Parts
- ★ Pharma & Nutri-  
ceuticals advances
- ★ Human Genome  
Project
- ★ Hormone  
Replacement
- ★ Tissue Engineering
- ★ Transplanted  
animal organs
- ★ Public health  
advances
- ★ Hygiene research
- ★ Organ cloning
- ★ Bio-materials
- ★ Better diagnoses
- ★ Bill & Warren's \$\$

# The Revolution in Longevity

James W. Vaupel, Ph.D.

Executive Director, Max Planck Institute  
for Demographic Research:

*“A girl born in 2000 in America,  
Canada, Western Europe, Japan,  
Australia, or New Zealand has a 50-50  
chance of seeing the 22<sup>nd</sup> Century.”*

# Massive Denial

- Fact: Old age and death remain frightening in our culture.
- The result: massive, society-wide denial.
- Our culture's denial...It's your biggest opportunity.

# The Birth Dearth

- Peter Drucker's The Next Society
- Fertility's "Replacement Rate" 2.1
- 44% of the world's population lives in countries below 2.1
- U.K., France, Scandinavia 1.4
- Germany and Japan 1.25
- Spain, Greece and Italy 1.2

# The Birth Dearth

- Q: What is the fertility rate for the United States?
- A: 3.1 from 1950-1964: (Boomers)
- 1.8 from 1965-90 (Gen X)
- 1.98 from 1991 to the present
- 1.5 (and static) for non-foreign-born Americans.

# The Boomers are Coming!

The “Topography” of the Breakdown of  
Western Culture’s Generations:

1914-29	World War II Generation
1930-45	The Silent Generation
1946-64	The Boomers (Viet Nam & “Me”)
1965-80	Gen X “The Endangered Gen”
1981-95	The Millennials (“Echo Gen.”)

# The Boomers are Coming

- The Media portrays Boomers as “spoiled brat Yuppie scum.”
- In fact, America has never adequately prepared itself for the Boomer Generation...
- .....EVER

# The Boomers are Coming!

- There should have been no surprises with the Coming Boomers....yet....
- **K-12:** split shifts, shared lockers, shared desks, portables.
- **College:** Highest SAT scores & flunk-out rates in the history of higher ed. ???????
- **Housing:** 500% spike in home prices over the 20 years Boomers entered home buying age... 1975-1995.

# Boomer Values

- Boomers will not experience their Second Half the way their parents did it.

“Boomers have two over-riding and defining motivators—to have choice... and to have control.”

Gail Sheehy

New Passages

# Boomers are Different: Look how they've transformed....

- Music and dancing
- Intoxicants
- Sex
- Families
- Work
- Food
- Information
- Money
- Stocks
- Travel
- **Fitness\* bi-modal**
- **Healthcare\* new attitude**

Boomers will re-write all the rules.

- Will Boomers do their Second Half differently?
- Will Boomers do aging in a new way?
- Oh Yeah!

# The New Gender Equations

- The New Gender numbers
- 50 -- 53%
- 60 -- 56%
- 70 -- 64%
- 80 -- 72%
- The Point: Smart leaders needs to know: The face of tomorrow's 2nd-Half customer, employee, and citizen is... **Female.**

# Semantics: Words frame HOW we THINK

- Retirees?
- Elders?
- Seniors?
- Mature Market?
- AARP
- Elderhostel
- Parks Sr. Ctrs.
- AARP's "Modern Maturity" Mag.

# Toward a new Vocabulary for Aging

- My own personal favorite:

“Second Halfers”

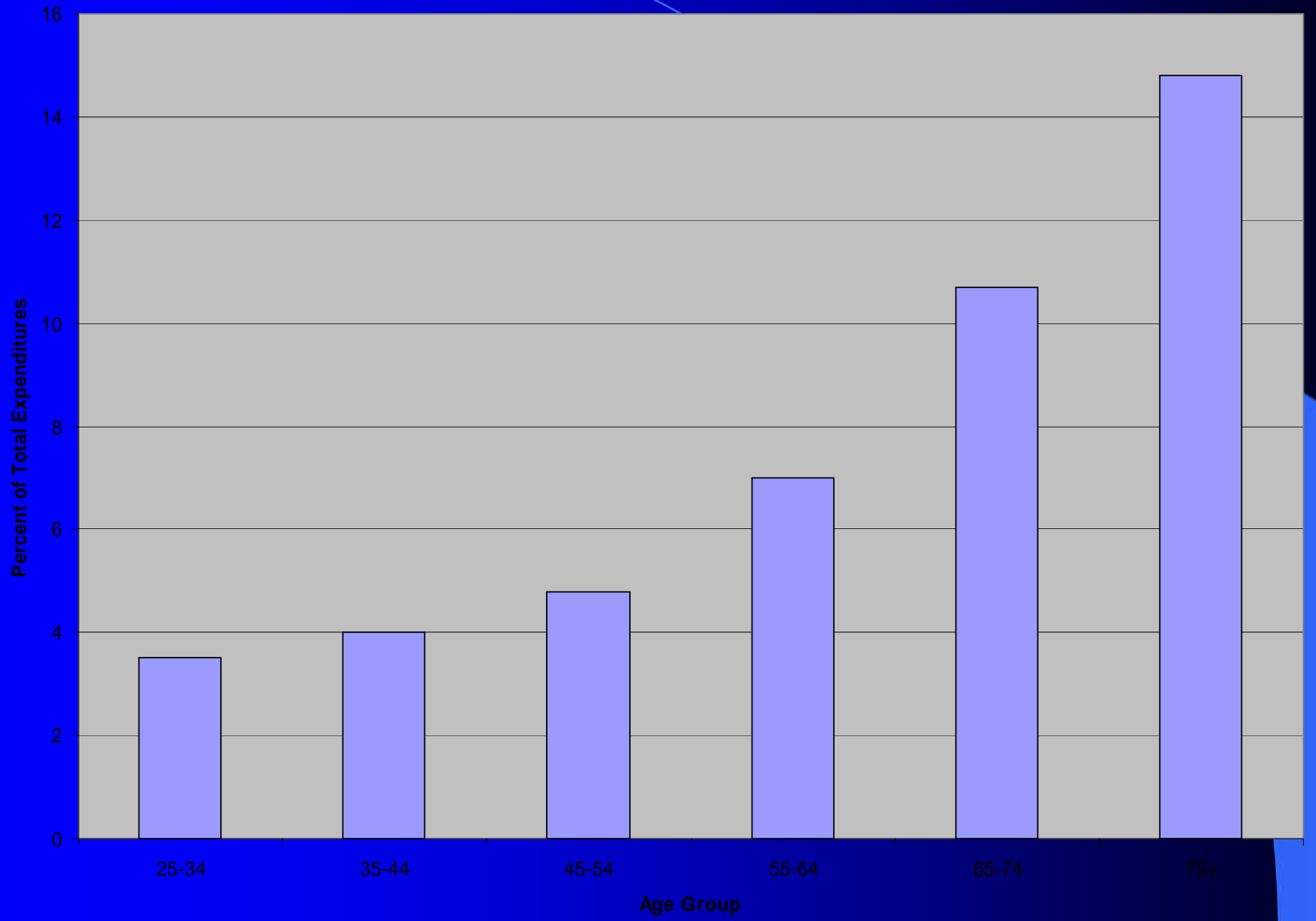
# Predictions and Insights: Looking 10 & 20 years out

1. In 15 years, America will have **TWICE** as many people 65+.

**Question:** Does that translate into **TWICE** as many hospital patients in 15 years?\*

- Wa. is #6<sup>th</sup> most popular “2H” magnet.

Average Annual Expenditure Per Consumer for Healthcare



# Changes in Healthcare Coming

- 2. We will have a new National Healthcare System—one that does not have as generous “Medicare”...or government financed healthcare for 65+ers. (David Walker, GAO Comptroller General)

**Question:** Does that mean that 65+ers will be having to pay more of their own healthcare?

# Responsibility for Care

3. Government-involved healthcare suggests greater responsibility on the patient for care.
  - Question: Will education and prevention become larger roles for your hospital?

# Technology

4. There will be even greater technology tools available in 10-20 years.

Questions: Can that mean the end of death?  
(futurist Ray Kurzweil)

Can it mean the end of medicine?  
(futurist Andy Kessler)

# Different consumers—The Boomers

In 10 Years: Boomers will be ... 55-73.

In 20 years: Boomers will be ... 65-83.

- 5. Boomers have always demanded choice and control. They have always “broken the rules.”

Question: What will Boomers demand of healthcare at their end of life?

# Physician Preparation

6. Currently the U.S. has far, far more physicians trained in pediatrics than in geriatrics.

Question: Is your hospital taking steps now to increase the knowledge about aging for your medical staffs and nurses? (This may be an area where WSHA and other area hospitals can help.)

# Death & Palliative Care

7. Doctors are trained to keep people alive.  
Many doctors view death as failure.

Question: Is there a “disconnect” between the physician community ... and some hospitals ... when it comes to how to treat people at the end of their lives? Hospice?

# Labor Pool

- 8. In 2008, the U.S. entered a 20-year period in which the pool of workers will decrease. (BLS data)

Question: What can be done to insure enough professionals, technicians, administrators, and service people? (Ex. Weyerhaeuser's "Gray Matters" strategies.)

# Your Community Elder Needs

- 9. Eldercare is a concern looking 5-20 years out. Affordability? Labor availability? Sr. Centers closing?

Question: Is there a role your hospital can play to address elder needs?

# Steps for Your Consideration

- A. Your next Board Retreat: Do a “**deep dive**” into the Age Avalanche. (Ex. St. Peter, Central Wa., Evergreen Hospitals)
- B. Offer “Mapping the Second Half of Life” Seminars to your employees 40+. Ex: GHC nurses.

# Steps for Your Consideration

- C. Offer “Avalanche of Aging” presentations to your entire leadership team including VPs, Directors, Mgrs, Team Leaders, and Physicians.
- D. Place excellence with “Second Half” issues as part of your mission and focus.

# Steps for Your Consideration

- E. Elevate the importance of Men's Second Half Health. (Women will love you for it.)
- F. Recognize that whatever happens in the next 5 years can change again with the advances in med. and the longevity revolution. Keep re-examining.

# Steps for Your Consideration

- G. Re-consider the “topography” of your hospital: height of seats, height of steps, font size, audio volume, lumens required for successful lighting. How do these work for your increasing population of 60+ers?
- H. Offer “*Your Next Chapter*” coaching series to your soon-or-reluctant-to-leave “C-level” leaders (and their spouses).

# A Second Half Solution

- *“Anyone who stops learning is old, whether at 20 or 80.*
- *Anyone who keeps learning stays young.*
- *The greatest thing in life is to keep your mind young.”*
- Henry Ford
- *“When you were born, you cried and the world rejoiced.*
- *“Live such a life that when you die, the world will cry and you will rejoice.”*

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# Questions

