

Helping build an effective Aging in Place program

While growing your business and being socially responsible

How large is the Aging-in-Place /Home Modification Market?

- ▶ Older Canadians now represent the fastest growing consumer marketing segment in Canada. And they will double over the next 2 decades
- ▶ In 2017, they represented the largest share (70%) of the spending within Canada's \$77 Billion home modification/renovation spending.
- ▶ According to CMHC research, 85% of aging boomers surveyed stated a preference to "Age in Place" - even if there are changes to their health.
- ▶ Home Ownership has dropped at all ages except older adults, up 2 percentage points in the past year to 72.1%. Home equity allows for big buying power.
- ▶ Market Size: 5.4 million older adults PLUS 2.9 million Canadians living with a disability which is a core segment of the Home Modification market.

Why older adult customers should matter to you—some realities of aging

- ▶ Older adults want to be seen as who they are
- ▶ Mostly optimistic
- ▶ Mostly take innovation in stride
- ▶ 60% of older adults think business doesn't care about older consumers
- ▶ Most think they didn't turn stupid at 60!
- ▶ #1 fear of people over 50 fear is losing their independence
- ▶ Aging doesn't drive disease—bad habits and lack of exercise drive disease

2019 CMHC Co-Investment Fund

- ▶ Two streams within fund, Housing Construction Stream provides \$5.19 Billion in loans and \$2.26 Billion in capital contributions for new construction.
- ▶ Housing Repair and Renewal Stream - existing non-profit housing, and affordable housing \$3.46 Billion loans - \$2.26 Billion in capital.
- ▶ These low-cost loans support builds/renos that are energy efficient, accessible, and socially inclusive.
- ▶ Goals: repair 240,000 units, create 60,000 new units, create at least 4,000 shelter spaces for victims of family violence, create 7,000 new units for seniors and create 2,400 units for people with developmental disabilities.

Cost of institutional care is unsustainable in its present form

- ▶ Hospitals and clinics will not be able to handle the inevitable rise in older Canadians
- ▶ Technological transformation, wearables, telehealth, activity monitoring, voice activation will do the heavy lifting, and the home will be where care is located. Consulting a doctor is something you will do from home. Driving the evolution is Microsoft, IBM, Google and Amazon, amongst new tech players every day!
- ▶ Cost of a hospital bed : \$864.00 daily
- ▶ Cost of Long Term Care : \$242.00 daily
- ▶ Cost of Home Care : \$220.00 daily
- ▶ Average cost of Assisted Living/Retirement Living (Ontario) \$5,200.00 month
- ▶ A modified home will cost as low as \$8.00 a day. Easily done for \$500-\$1,000

Home Modifications, Aging in Place are practical solutions, BUT ...

- ▶ Aging in Place can be a polarizing concept for many Canadian families.
- ▶ Most homes are ill-equipped to serve the needs of an aging population.
- ▶ Home owner is attached to his/her home. Powerful bond.
- ▶ Easiest and Fastest is replace and repair/upgrade
- ▶ Most renovator/contractors ill-trained to deal with older customer needs relating to health and home modification.
- ▶ Most home building products/manufacturers not designing for older adult market.
- ▶ Funding sources, tax credits, reverse mortgages aligning with Aging in Place but nobody knows.
- ▶ Family caregivers are huge buying influence for aging parents. 50% of family caregivers will modify for care delivery in the home.

Myths vs Realities

- ▶ Aging in Place is a conversation for old people? Among homeowners 55 plus:
 - ▶ 66% say their home is conveniently located
 - ▶ 38% say they live close to family
 - ▶ 68% say they feel independent in their home
 - ▶ 54% say they are familiar with the neighbourhood
 - ▶ 66% say they feel safe in their home
- ▶ Home owners want to be pro-active about aging in place but don't know how and most renovator/contractors are not providing them with the right product ideas, programs, and expertise that can answer their personal challenges in their home, particularly as concerns their health and mobility as they age in place.

Top Renovation Projects in Aging In Place

- ▶ 48% bathroom
 - ▶ 24% entrance or stairway
 - ▶ 20% kitchen
 - ▶ 16% home exterior
 - ▶ 9% the whole home
- ▶ Need to change the conversation between what the home owner needs and what the renovator/builder can deliver ... to embracing projects that all can universally embrace. Our experience indicate showrooms, big box retailers not keeping up with changing older adult customer renovation needs.

Smart Home Technology - NEW market driver

- ▶ No discussion is relevant if we do not discuss the transformation that Smart Home Technology is having with the Aging in Place discussion.
 - ▶ Smart Locks
 - ▶ Smart Home Security
 - ▶ Smart Lighting
 - ▶ Smart Sensors
 - ▶ Smart Appliances
 - ▶ Smart Thermostat
 - ▶ Voice-Activation, IoT, wearables etc.
 - ▶ Rise of online sales of assisted devices at Ebay, Amazon and others

2019 will be a break-out year for Aging in Place

- ▶ Ottawa will announce a National Seniors Strategy that will focus money and policies on Aging in Place.
- ▶ A women giving birth today will care longer for her parents than for her children.
- ▶ 2 Million more new family caregivers next year that will be seeking information on helping their parents age in place.
- ▶ Occupational Therapist role will begin to transform home modification process through home assessments, clinical tools, online services.
- ▶ CHBA Home Modification Council will launch two major national programs to support Aging in Place

Occupational Therapist role in Aging in Place/Home Modification

- ▶ OT's perform home assessments for social agencies, insurance companies, and consumers, working directly with renovators and contractors, interior designers, architects and builders.
- ▶ OT's consult on design requirements, fixtures, home medical equipment (HME)
- ▶ OT's can deliver added value to projects through increased revenue, expertise and trust but also by allowing for higher price points for projects, and make the project easier to plan and execute as the OT works directly with the customer and contractor in a co-ordinated way.
- ▶ There is no effective approach yet for home mods for older adults or people with disabilities which causes headaches and perplexity ... OT assistance allays much of the fear in the project.

Like any market under transformation, there are challenges and opportunities

- ▶ Aging in Place has a high degree of need and a low degree of products and services, training, education, and understanding. Opportunity!
- ▶ Governments have not been prepared for the tsunami of older adults and now are scrambling to ensure that Canadians have access to high quality, integrated care to deliver to the home.
- ▶ Need to bring various sectors together, there are suitable products and services for aging in place but they are not pulling together, coordinating efforts or promoting effectively.
- ▶ Home Modification Canada - 2015 - organized and chaired by Caregiver Omnimedia became the CHBA Home Modification Council in 2017

What's needed - Best Practices

- ▶ Need for awareness of the benefits and availability of home modification/aging in place
- ▶ Assistance helping older adults access the players, advice, funding practical help from renovator/contractors and building products manufacturers and assistive device industry.
- ▶ Expedite “speed to market” - hip replacement surgery, arthritic knees, stroke, cancer, hit suddenly with no time to plan – the modification needs are urgent and important to the life of the customer. Boomers aren't waiting for this but are forging ahead (usually without professional advice) and create costly re-do's and overruns due to proper information and education.

Cont'd: Best Practices

- ▶ Involve the customer in the early design process with OT and renovator and funder.
- ▶ Hire a Certified Aging in Place Specialist (more later) CAPS Course - CHBA
- ▶ Integrate the home modification with customer home and community care plan
- ▶ Link home modification with any new build or renovation
- ▶ Become knowledgeable about social, municipal, affordable housing - build relationships ... they are in the dark.
- ▶ Make ambassadors of your sales and marketing team in Aging in Place for you and your brands.

Building/Executing a Program for Aging in Place

▶ Program Components:

- ▶ Custom Aging in Place/Home Modification Guide
- ▶ Staff /Education training and Seminars to key accounts, builders, home and community care, hospitals, long term care, renovators, show rooms, retailers, OT's, and consumers.
- ▶ Sponsorship of Certified Aging In Place Specialist (CAPS) course for renovators and those related stakeholders in the aging in place and home modification space.

More program components

- ▶ Use of Caregiver Omnimedia's 2017 - 55 plus "older Adult owned home" database for product lead generation.
- ▶ Introduction to older adult marketing face-to-face at 60 senior fairs in 2019
- ▶ Caregiver Omnimedia becomes sales and marketing business partner ... "you go where we go" - we are dedicated to aging in place and are recognized experts in the market. We are the first to know ... market studies - one foot in health and family caregiving; one foot in home modification aging in place. Ability to save money and time to market.

National Portal Demo

The screenshot displays the Home Modification Canada website interface. At the top, there is a navigation bar with links for Search, My Listings, My Calendars, My Referrals, My Groups, and a user profile for Jeffrey Doleweerd. The main header features the site's name in large red and black letters. Below this is a search bar and a navigation menu with categories: Home Modification, Mobility, Professional Services, and Help at Home. The 'Home Modification' category is expanded to show 'Bathroom' as the selected item. A map shows the location of a search result at 9550 Pines Valley Dr, Woodbridge, ON L4L 1A6. A pop-up window provides details for 'Bathroom Modification', including a description: 'The bathroom can be the most dangerous place for people with physical or cognitive disabilities. Without the proper layout, and non-slip materials on floors and walls, one may slip and fall, causing significant injuries. ADL provides many approaches that will make it easier and safer for one to use their shower, sink or toilet.'

Search My Listings My Calendars My Referrals My Groups 0.04 Welcome Jeffrey Doleweerd My Account Sign Out

HOMEMODIFICATIONCANADA

Search powered by CareDove

Home Modification Canada > Bathroom advanced search

Home Modification	Mobility	Professional Services	Help at Home
Bathroom	Lifts & Elevators	Architects	Community Support Services
Kitchen	Adapted Vehicles	Occupational Therapy	Home Safety Assessment
Bathroom	Wheelchairs & Scooters		Personal Support Services
Outdoor	Mobility Aids		Funding

9550 Pines Valley Dr, Woodbridge, ON L4L 1A6

Bathroom Modification Provided at home

Bathroom Modification more info

Accessible Daily Living Available at your address

Show More Results

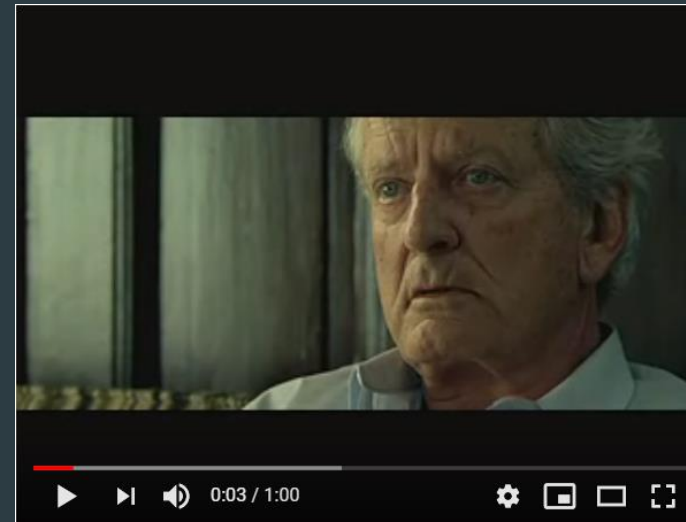
Bathroom Modification

more info

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Corporate Players Messaging in Aging in Place - Family Caregiving



▶ Powered by Caregiver Omnimedia / Presented to your Corporation

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Caregiver Omnimedia Inc.

- ▶ Formed in 2003, Caregiver Omnimedia was founded to connect, engage, and inform family caregivers, with a focus on caregiving for aging parents. With a mother with Alzheimer's and a father with cancer, Don Fenn, founder was living the experience. With over 100 years of collective media sales and marketing management, brand management, and agency experience, the Caregiver team observed the huge gap on how the market perceives, portrays, and engages older adults as consumers ... with a special focus on their caregiving needs.
- ▶ In 2012, Caregiver Omnimedia anchored national research with partners Shoppers Drug Mart, GE Health, Philips Healthcare, and We Care Home Health Services through AngusReid Vision Critical. The results changed the company direction to focus on aging in the home, as 50% of family caregivers were modifying their home for care delivery.
- ▶ In 2016, Caregiver Omnimedia founded Home Modification Canada with 40 industry partners and in 2017 HMC became a National Home Modification Council under the governance of the non-profit Canadian Home Builders Association. A number of priorities have been set in place to escalate the needs of burgeoning Canadian population to age in place.