

Home is the Center of Health

INNOVATION TERRITORIES

WHY THIS STUDY

Today, home is more than a home. It's our doctor's office, our diagnostics lab, our long-term care center. By 2030, 93 million Americans will be 60+ and 77% of adults want to stay in their home as they age. If home is the primary way we deliver care to this population, how can companies step up to support this new reality?

OUR METHODOLOGY

1,000 adults, ages 60-79, years surveyed online from across the United States, plus interviews with 11 adults (60-79 years old and 4 care influencers).

Procrastinate & Pivot

I need help so I can stay home and get back to my life, and I need it now.



Invisible & Integrated

I need simple solutions and an ecosystem of support in my family, friends, and home.



Haptic & Vibrant

I'm looking for a community and technology that will help me be my best self and stay connected to those who enable me to live a healthy life.



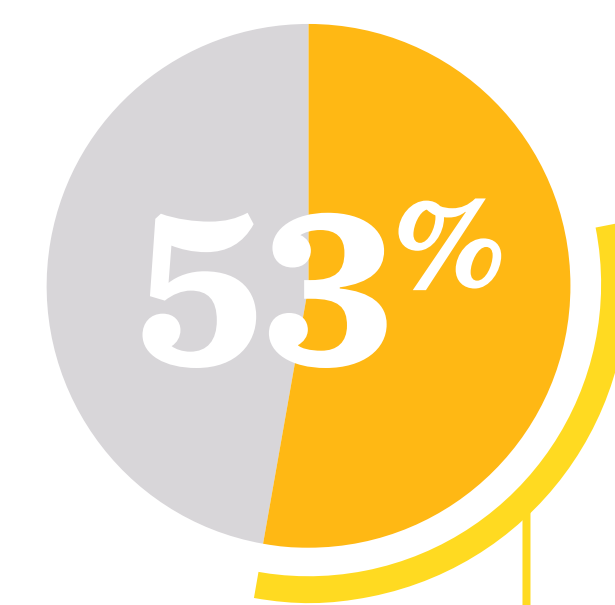
DRIVING DATA

MORE THAN 80%



are not using assistance of any kind

MORE THAN HALF



say that technology plays a **major or moderate role** in supporting their ability to age in place

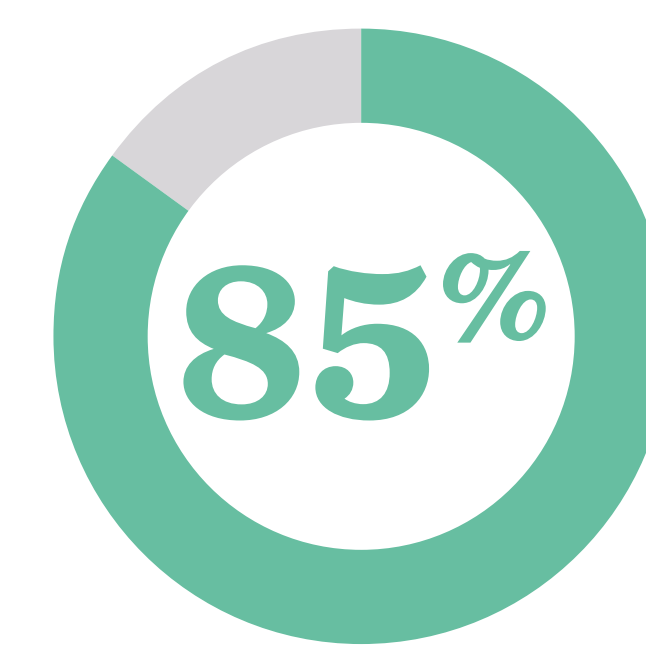
But 59% of them **have not made any purchases**

ABOUT HALF



believe they will **not need assistance** in 3-5 years

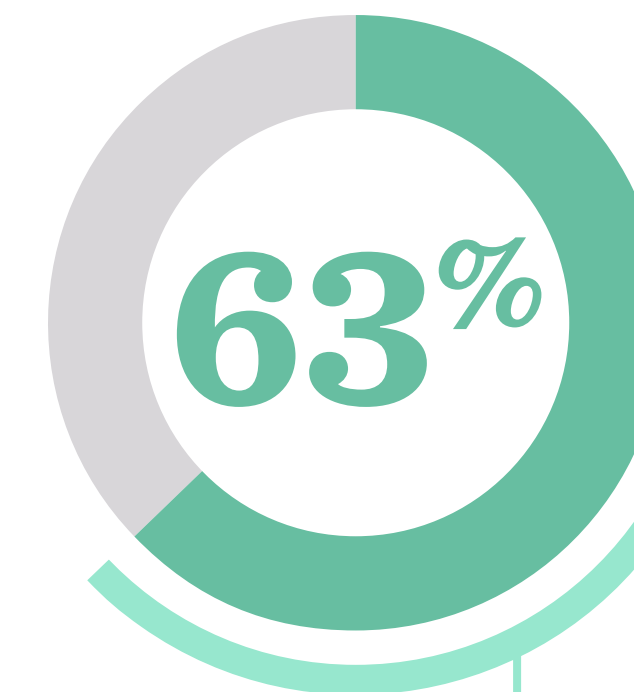
DRIVING DATA



Of those who believe they will need **major help** in 3-5 years

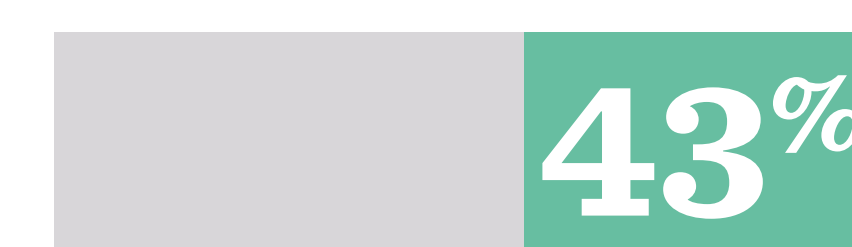
85% have serious or chronic health conditions or disabilities

NEARLY TWO THIRDS



would be comfortable with someone monitoring them if it **helped them stay in their home longer**

Of those, 45% have **serious or chronic health conditions or disabilities**



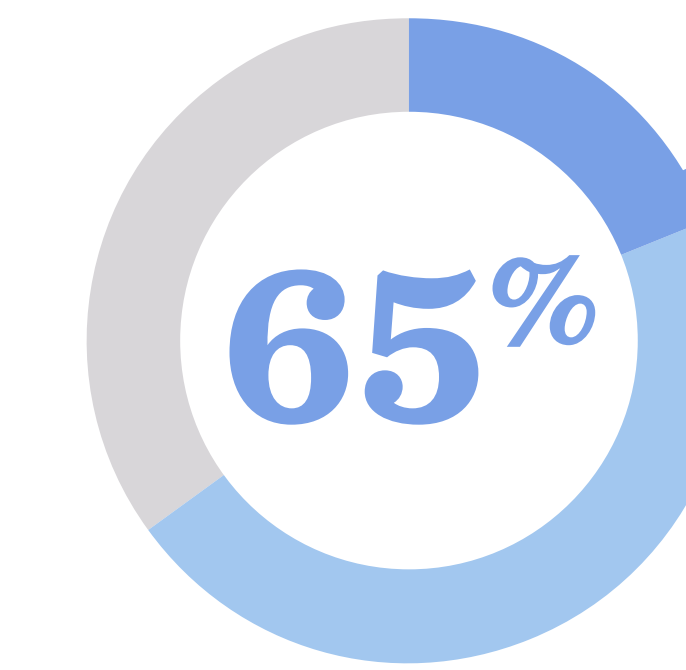
43% want to **stay in their home** even if they have to be dependent on others



Of those, **half have serious or chronic health conditions or disabilities**

DRIVING DATA

NEARLY TWO THIRDS

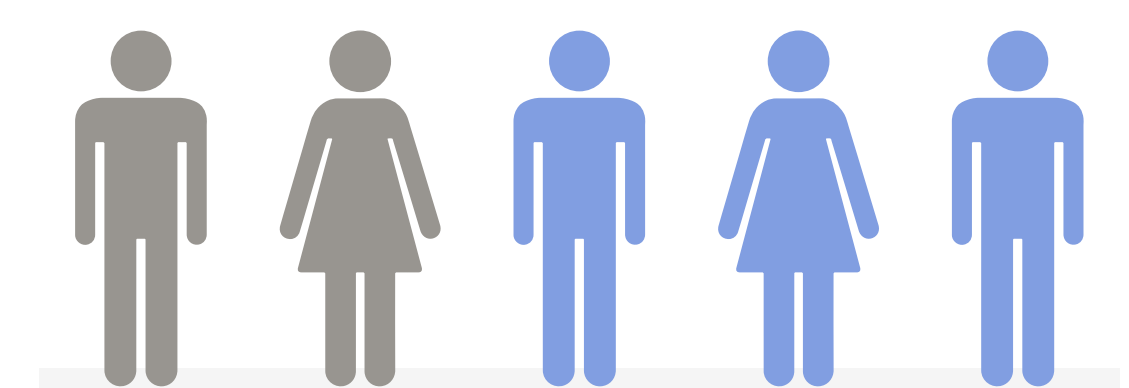


feel **comfortable using data from wearables** to diagnose themselves, either alone or in consultation with their HCP

19% feel **comfortable** diagnosing themselves using data from wearables alone

46% feel **comfortable** diagnosing themselves using data from wearables, but **would like to consult an HCP** before making any decisions regarding health

57% — NEARLY 3 IN 5



have **some level of concern** in maintaining social connections

“I’ve done a respectable job trying to maintain my health over the years. I just deal with issues as they come up.

– Male, 75

“I try to eat healthy, exercise and stay healthy. But I worry about my family history, especially since I don’t have control over one of the conditions. I am being proactive and trying to stay on top of my health.

– Female, 74

“I love my Apple watch. I like how it tells me whether I have kept up with my exercise and steps by giving me a weekly summary.

– Female, 71