

Home Health Care Industry Update:

Growing Marketplace

The number of home caregivers is predicted to total **1.2 million by 2016**. [Sources: Apria HealthCare annual reports; Bureau of Labor Statistics; Centers for Medicare & Medicaid Services, Office of the Actuary. Accessed November 12, 2008; United States.]

By 2030, Americans **ages 65 and older** are predicted to represent approximately **20% of the total U.S. population**, and those ages 85 and older are expected to experience the largest increase. [Source: "Better Jobs Better Care: New Research on the Long-Term Care Workforce." *The Gerontologist*. Volume 48, Special Issue 1. 2008.]

Additionally, the majority of Baby Boomers want to "age in place": A recent survey revealed that **88% of adults ages 55 to 64 want to stay in their current residences as long as possible**. [Source: McNeely, Suzanne. "Stepping Out of the Caregiver Box" *Caring*. National Association for Home Care & Hospice, Apr. 2010. Web. 18 May 2010.]

How do you plan to reach this growing market segment?

The Internet

- Approximately **one-third** of Americans **over the age of 62 use the Internet**.
- This number is expected to reach **25.4 million in 2011** (accounting for 12% of total Internet users)
[Source: "Ranks of Internet-Using Seniors Grow." *eMarketer*. 4 Aug. 2008. Web. 6 Aug. 2008.]

Does your website meet the potential of your business?

Geography

Most customers are drawn from a 50 mile radius. [Source: Harlin, Kevin. "The New America." *Investors Business Daily*. 4 Jan. 2008.]

Should you cast your net bigger? Smaller? We can create a campaign specific to your needs.

Medicare Recipients

According to Department of Health and Human Service statistics, nearly **one-third of home health care** for Medicare recipients is related to **circulatory problems**. Other major problems included congestive **heart failure** and **diseases of bone, connective tissues or respiratory systems**

Understanding your audience and their needs is what we do.



Skilled. Smart. Practical