“Trends in Senior Health Care”

Co-hosted by:
UC Davis Center for Healthy Aging
Alzheimer’s Association, California Council
The Future is Now

Health Care Trends
and
What They May Mean to Us
The Aging of Society

<table>
<thead>
<tr>
<th>Year</th>
<th>At Birth</th>
<th>At Mid Life</th>
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</thead>
<tbody>
<tr>
<td>1900</td>
<td>47</td>
<td>At 65 83</td>
</tr>
<tr>
<td>1950</td>
<td>68</td>
<td>At 75 87</td>
</tr>
<tr>
<td>2000</td>
<td>77</td>
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We used to die before we age, now we AGE before we die.
Implications

- Geriatric Health Care
- Chronic Illnesses
- “Inevitable” Illnesses
- Mobility and Service Industries
The Aging of the Baby Boomers

- Sheer Numbers – 77 Million
- Sheer Dollars - ????
- Inevitable Change
Implications

- The Cosmetic Revolution
- Health as Pastime, Health Care as Recreation
- Changing Societal Institutions
The Revolution of Rising Expectations

- Diseases can be eliminated – not just treated.
  Polio  Small Pox  MMR

- Research produces Miracles
  Transplants and Artificials
  Wonder Drugs
  Bionics
Implications

- Aging as “disease” rather than life process.
- More resources should always produce more results.
- Every problem has a solution.
The Triumph of Science – and its Cost

- DNA Unveiled
- Genome Mapped
- Technology always evolving
- Regeneration – just around the corner
- Health Care Spending Going UP UP UP
Implications

- Patient-specific Therapy
- Medical Necessity as an ever-moving Target
- Health Care as Recreation
- Health Care Policy ever more about Ethics as well as Access
The Uncertain Role of Self-Responsibility

- Now know for certain that an ounce of prevention is worth a ton of cure.
- Medicine has shifted from primary focus on critical care to multi-focus on prevention, intervention, and disease management.
Implications

- Unsure how much responsibility is worth.
  - Shared cost
  - Future investment
  - Lifestyle penalties
  - Legislation
  - Litigation
The Changing Role of the Doctor-Patient Relationship

- Growing number of non-physician providers
- Diminishing reliance upon doctors as the sole source of health care information
- Tendency to treat all clinicians as advisors rather than lawgivers
- Impact of the internet
Implications

- “Do-it-yourselfism”
- Increased need for patient education and reliable information
- Extraordinary opportunity for spread of misinformation
- The New Health Literacy
The Politics of Medicine

- This disaffection of younger adults
- The Rancor of Public Policy Debate
- The Increasing Complexity of Health Issues
- The Need for New Public Policy Models
Implications

- The Increasing Importance/Cost of Advocacy
- The Importance of Branding
- The Internet/IPOD as Aorta
The Shadows in the Dark

- The Burgeoning Need for Long Term Care
- The Growing Number of Uninsured
- The Aging of an Illegal Workforce
The X Factors

- Terrorism
- Natural Disasters
- Pandemics
The Kobayashi Maru

- Redefining the Parameters
- Creating new Scenarios
- Reprogramming for New Success
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