

# Act Today for Organizational Success Tomorrow!

## Current Assisted Living Landscape

Conditions Managed	Assistance with activities of daily living (ADLs) include:	Age of individuals living in assisted living:
<b>48%</b> High Blood Pressure	<b>64%</b> Bathing	<b>Average age: 85</b>
<b>42%</b> Alzheimer's Disease/Dementia	<b>50%</b> Walking	<b>50%</b> 85 and older
<b>31%</b> Heart Disease	<b>49%</b> Dressing	<b>31%</b> 75 to 84
<b>29%</b> Depression	<b>43%</b> Toileting	<b>13%</b> 65 to 74
<b>17%</b> Diabetes	<b>34%</b> Bed Transfer	<b>6%</b> under 65
	<b>22%</b> Eating	

## Future Assisted Living Landscape

- Baby boomers (born between 1946 and 1964) are just starting to move into assisted living communities, currently aged between 60-78 years.
- Baby Boomers bring unique characteristics as they age, presenting both challenges and opportunities for providers
- Baby Boomers have very high, and evolving, expectations and challenge limitations.

### Baby Boomers are known for:

**Political Power:** Strong political influence and impact

**Consumerism:** Spending trillions annually on goods and services.

**Technology Adoption:** Higher tech confidence compared to general population.

**Cultural Influence:** Pioneering changes in music, television, and social norms like drugs, sexual freedom, and popularity of rock and folk music.

**Education:** Focused on science and math advancements, inspired by events like Sputnik in 1957.

**Hobbies:** Interests in activities such as golf, fishing, gardening, brewing, day trading, and political activism.

### Challenges Related to Baby Boomer Characteristics:

- Generational Friction
- Economic disparities among ethnic/racial groups
- Need for more diverse health care services
- Evolving models of assisted living communities
- Substance abuse disorders
- Higher suicide rates
- Financial Instability
- Rising obesity rates

**This sophisticated generation – with its strong influence in politics, confidence with technology, and desire for individualized living options—presents both challenges and opportunities. Is your community prepared to take on the unique needs and expectations of the Baby Boomer generation?**

Through the Baldrige and Quality Award Journey, providers learn to develop systematic processes that address these challenges and foster person-centered solutions.

Act today by engaging in the AHCA/NCAL Quality Awards Program for organizational success tomorrow. Learn more by emailing [qualityaward@ahca.org](mailto:qualityaward@ahca.org) or visiting the [Quality Award website](#).