



## **Most seniors want to age in place. Technology can help.**

When the AARP surveyed their members (Binette, 2021) last year on a variety of topics, one statistic made headlines: a whopping 77% of those surveyed said they wanted to age in place, or remain in their homes, for as long as possible. While that number is consistent with previous years, it was surprising that so many seniors wanted to age in place despite COVID-19, when isolation and loneliness among older people was a real concern. However, during the pandemic, many seniors adapted to isolation at home – figuring out how to get food and other items delivered, relying more on on-line tools to connect with friends and family, and using a Personal Emergency Response System (PERS) device for extra peace of mind. These adaptations can help prepare them to stay at home as they age and when mobility issues arise. Seniors also recognize that other preparations are needed to stay at home and thrive.

## **Supporting an aging demographic.**

Americans are living longer. According to the Department of Health and Human Services (Older Adults, 2020), the growth in the number of older adults is unprecedented. In 2014, 14.5% (46.3 million) of the US population was aged 65 or older and that number is projected to reach 23.5% (98 million) by 2060. The size of this demographic and the increased percentage of those who want to stay home as they live longer means there is a big appetite for solutions that can make it easier and safer to age in place.

The AARP survey (Where We Live, Where We Age, 2021) found that most respondents were aware of how technology can help them (and their families) feel secure staying at home:

- 61% said they would need an emergency response system.
- 48% said they would need smart-home devices, like a voice-activated home assistant or a doorbell camera. These findings support the market demand for PERS devices.

Healthcare plans can utilize a PERS offering as a zero-cost supplemental benefit as a key differentiator for your customers that will enable health management in the home and will not only keep them safe and give family members peace of mind, but also help avoid unnecessary costs associated with unplanned or unnecessary emergency room visits.

One third of the AARP poll participants said they would need to modify their current residence so that they or a loved one could continue to live there if they developed physical limitations. Fixed costs, like modifying bathrooms and adding stair lifts or ramps, can be expensive. Technology solutions to support aging in place can offset the costs seniors face in making upgrades or modifications to their current homes:

- 79% said they would need to modify bathrooms with grab bars or no-step showers.
- 71% said their home has inside and outside accessibility issues.

## Health Technology is Essential to Safely Aging in Place.

Personal Emergency Response System (PERS) technology solutions help seniors receive the care they need so they can live more independently and age in place. Best Buy Health delivers care at scale via telehealth solutions such as urgent response for emergent and non-emergent needs, and care connections that impact social determinants of health (SDOH). As leaders in in-home health support products and services, we understand the unique needs of seniors to help them live their best lives, independently and at home.

Learn more at **[healthcare.bestbuy.com](https://healthcare.bestbuy.com)**.

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#### Sources:

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