

GOVERNMENT-UNIVERSITY-INDUSTRY RESEARCH ROUNDTABLE

# GUIRR

## The Age Wave: Challenge or Opportunity?

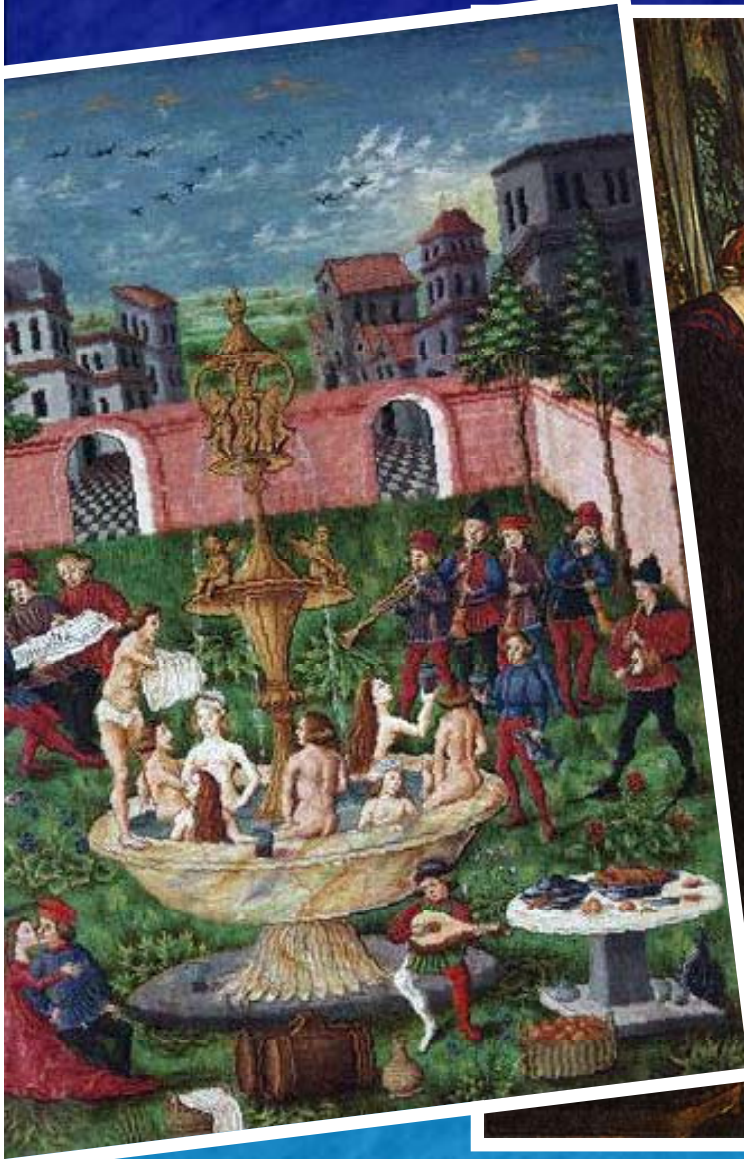
*Ken Dychtwald, Ph.D.*

*CEO, Age Wave*

[www.AgeWave.com](http://www.AgeWave.com)

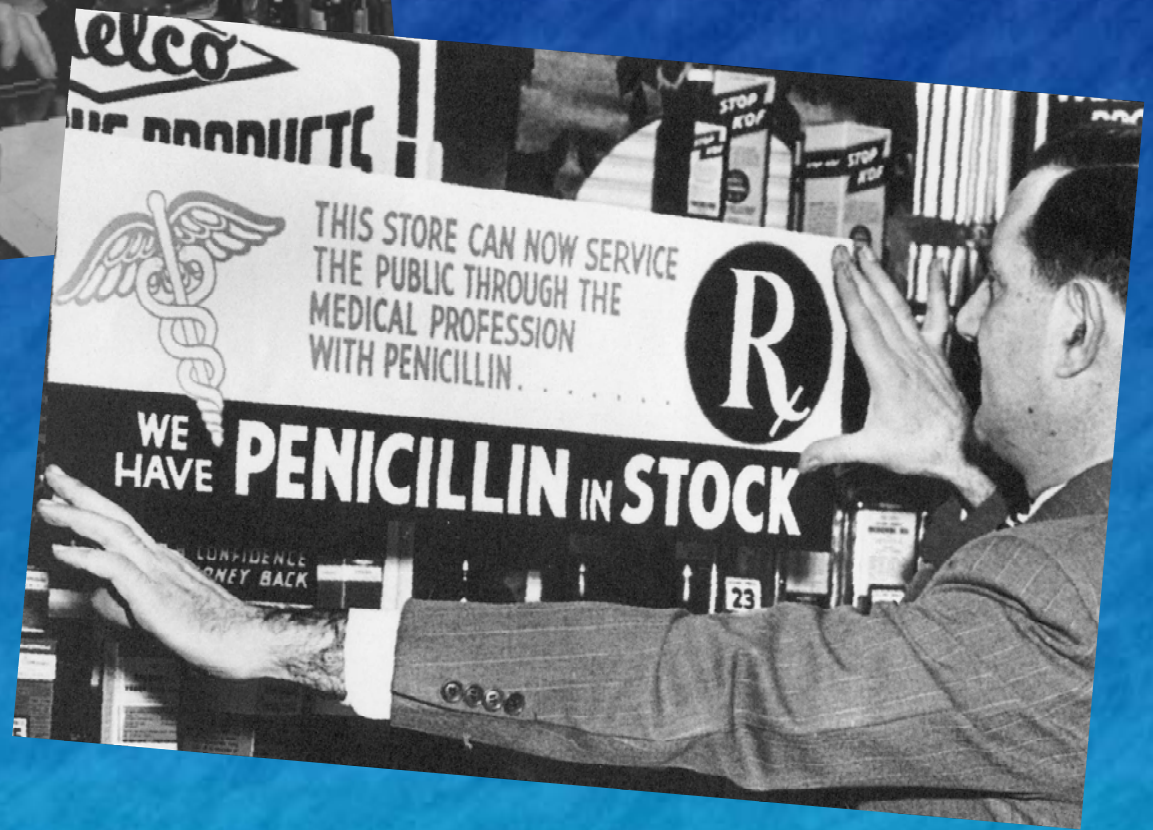
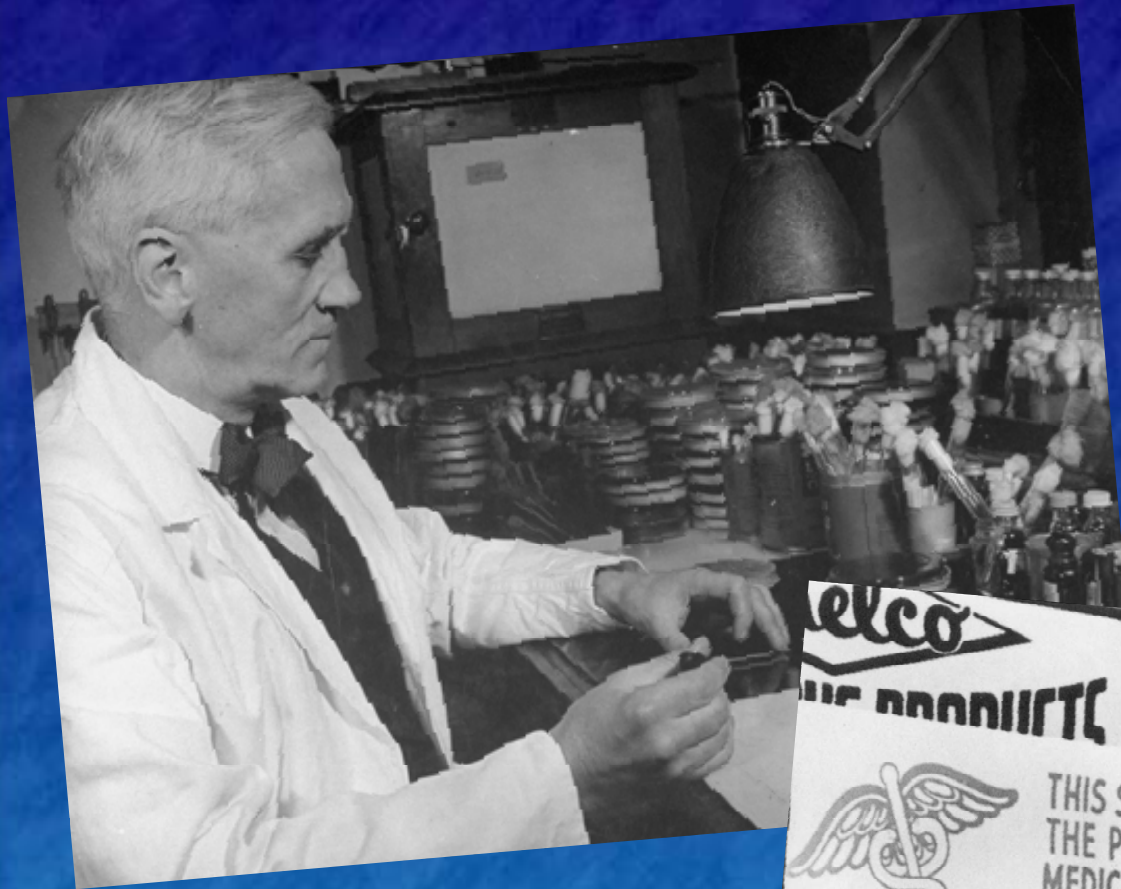
# The Longevity Revolution





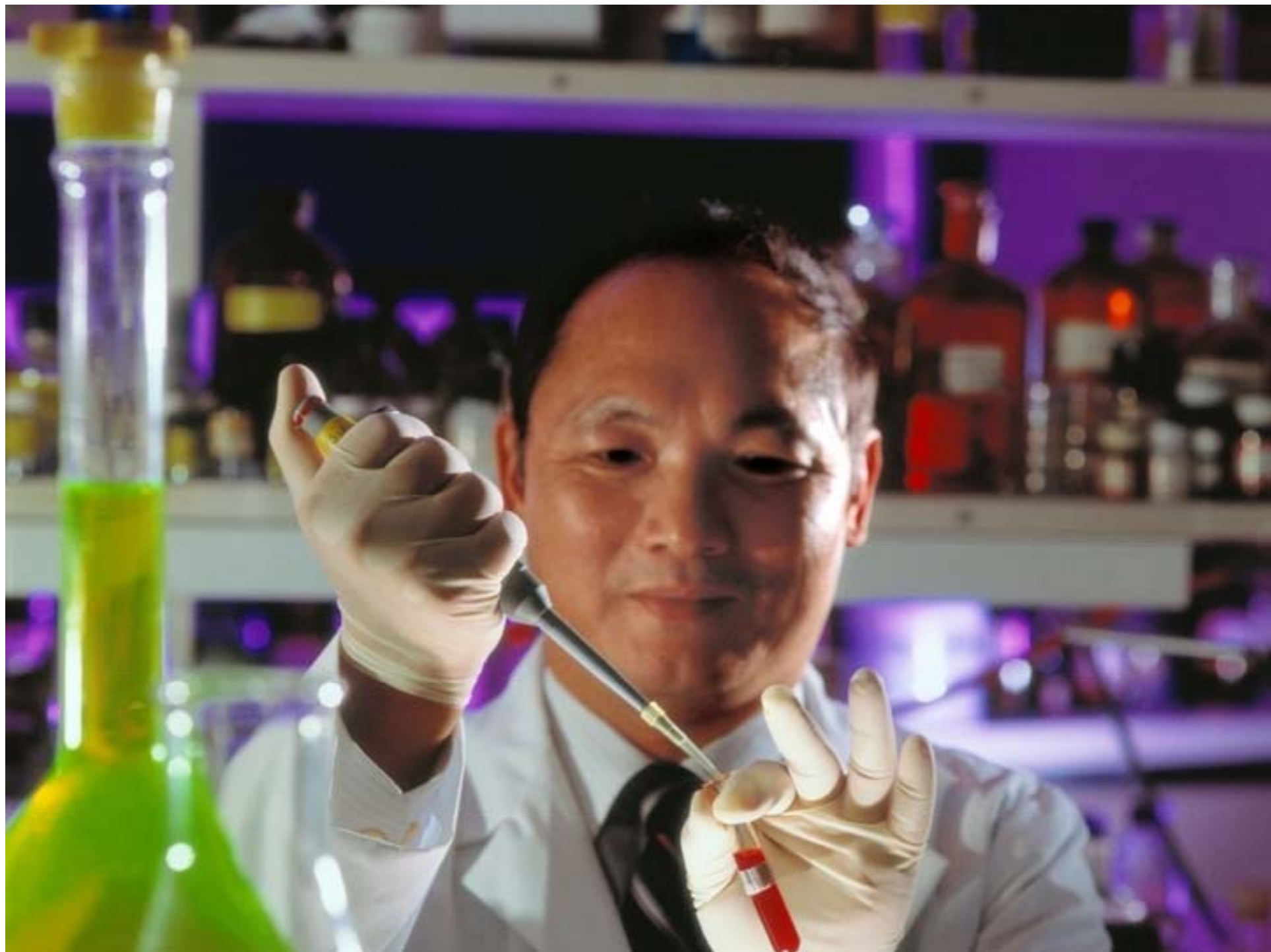












# Life Expectancy at Birth





# Life Expectancy at Birth







Old Age isn't  
What - or Where —  
it Used to Be

Otto Von Bismarck  
Created the First  
Pension Plan in  
Europe in the  
1880's and Selected  
65 as the Marker  
of Old Age



# TOWN & COUNTRY

ESTABLISHED IN 1946

## Sophia Now

IN A WORD, WOW!

THE FRICK GETS  
FRIENDLY

THE KENOS: TWIN  
STARS OF THE  
ANTIQUES WORLD

PLUS:  
TOUR DE FORCE  
10 COUNTRIES,  
12 CITIES,  
BY PRIVATE JET

JANUARY 2000  
\$4.00 CANADA \$5.00  
FOREIGN \$5.00



Sophia Loren  
in Giorgio Armani





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Sophia Loren  
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Last week he began  
a month of training for his  
return to space. A gimmick?  
No, a timely reminder that  
we can still have heroes

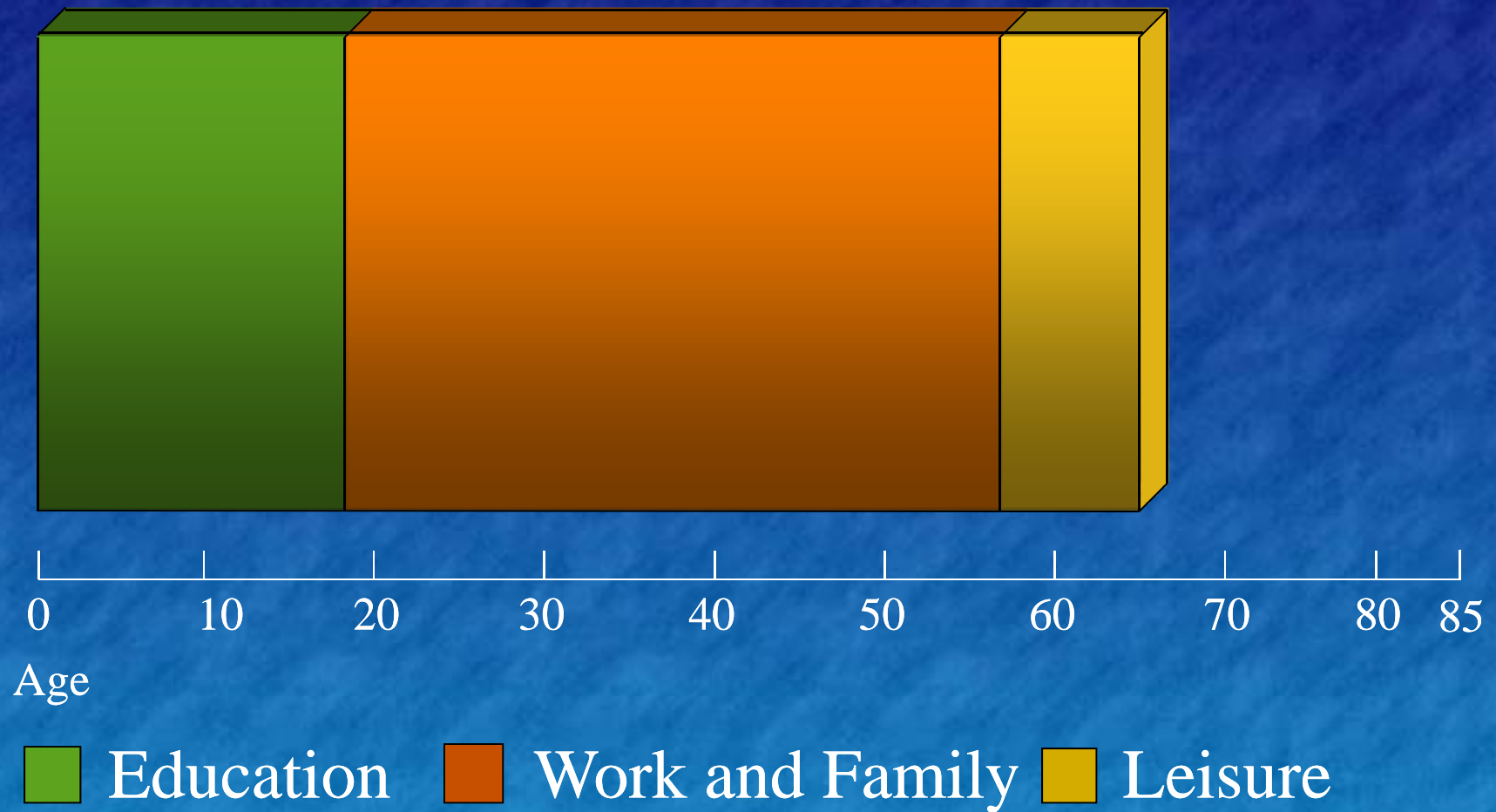
# GLENN'S MISSION





# Where to Put the Longevity Bonus?

# Linear Lifeplan







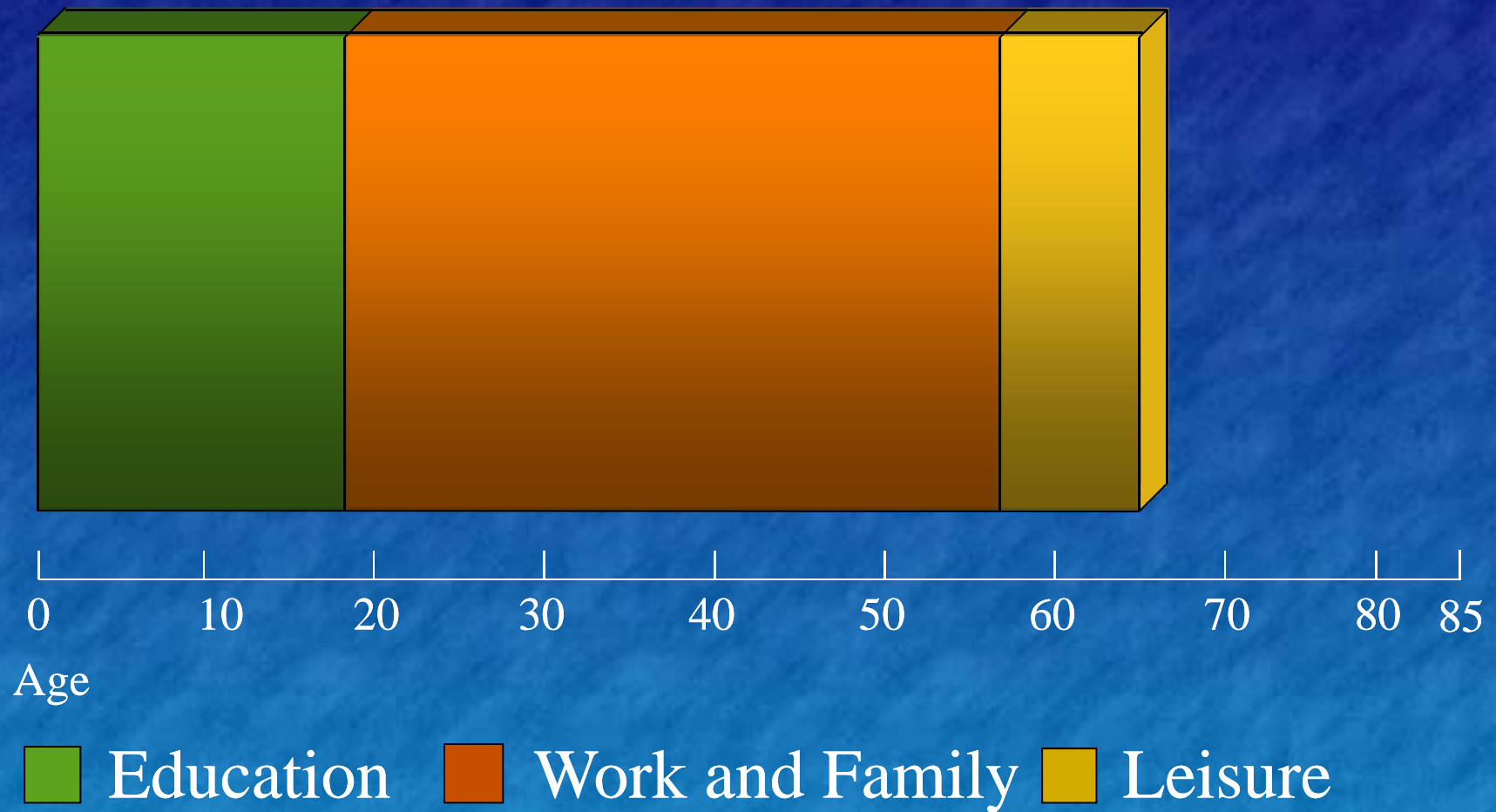




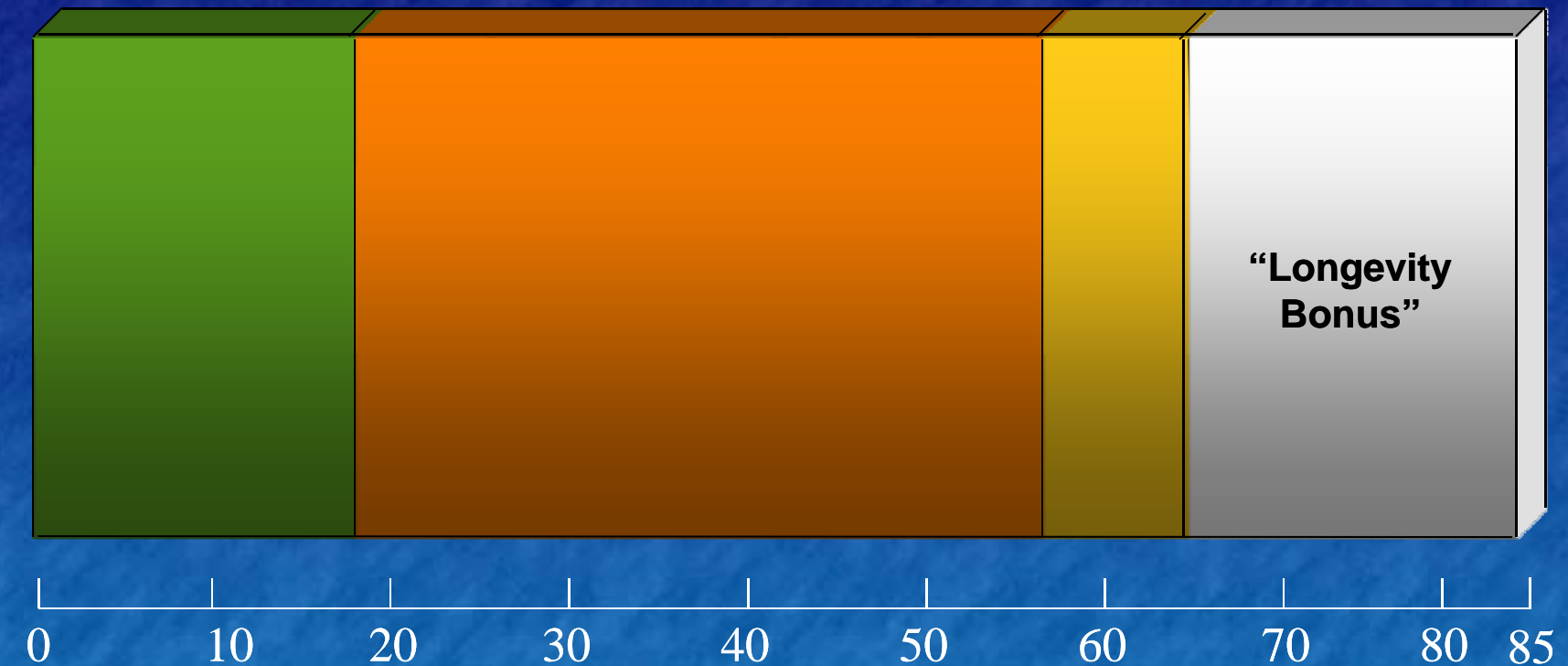




# Linear Lifeplan



# Linear Lifeplan



Age



Education



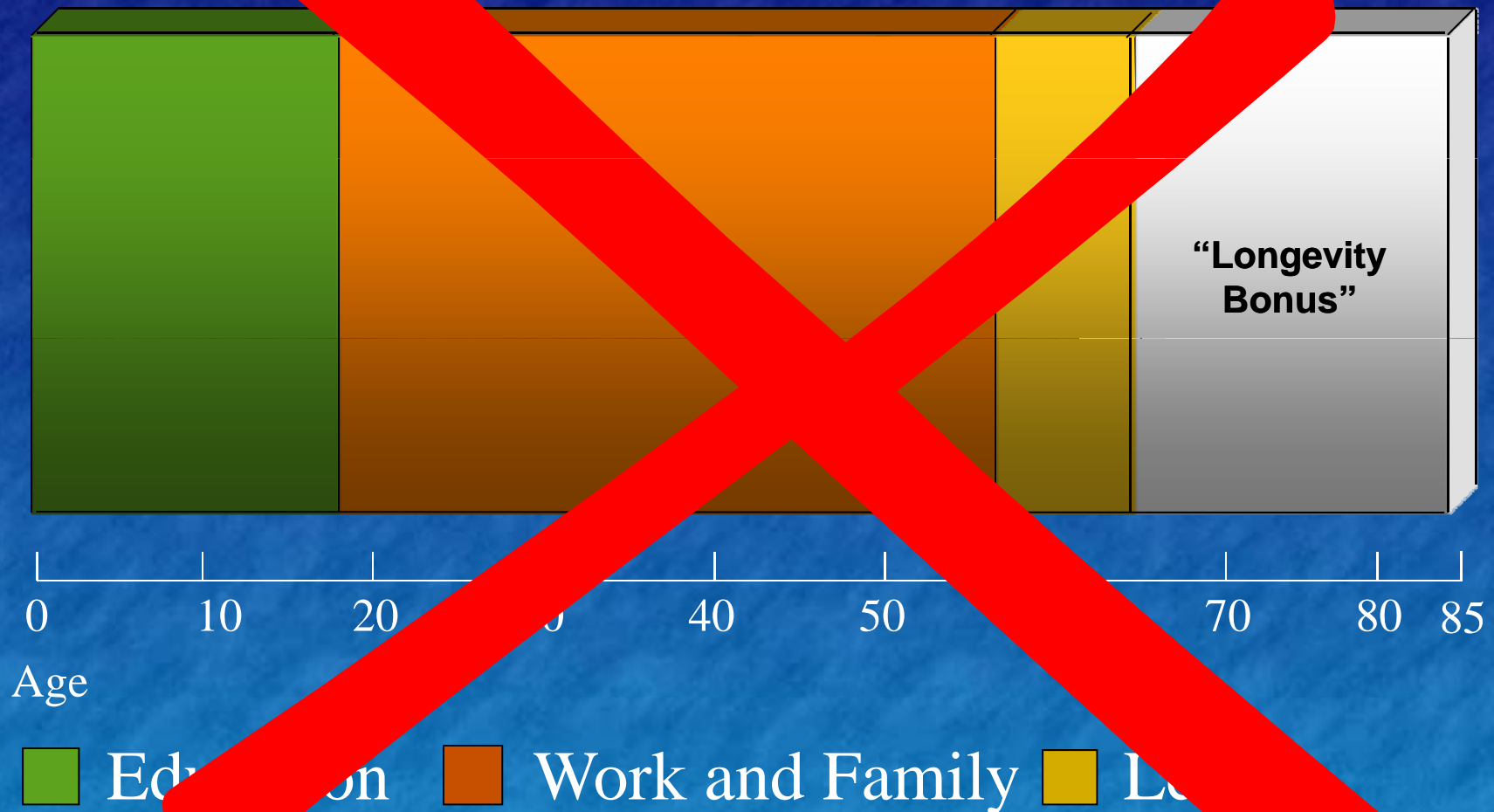
Work and Family



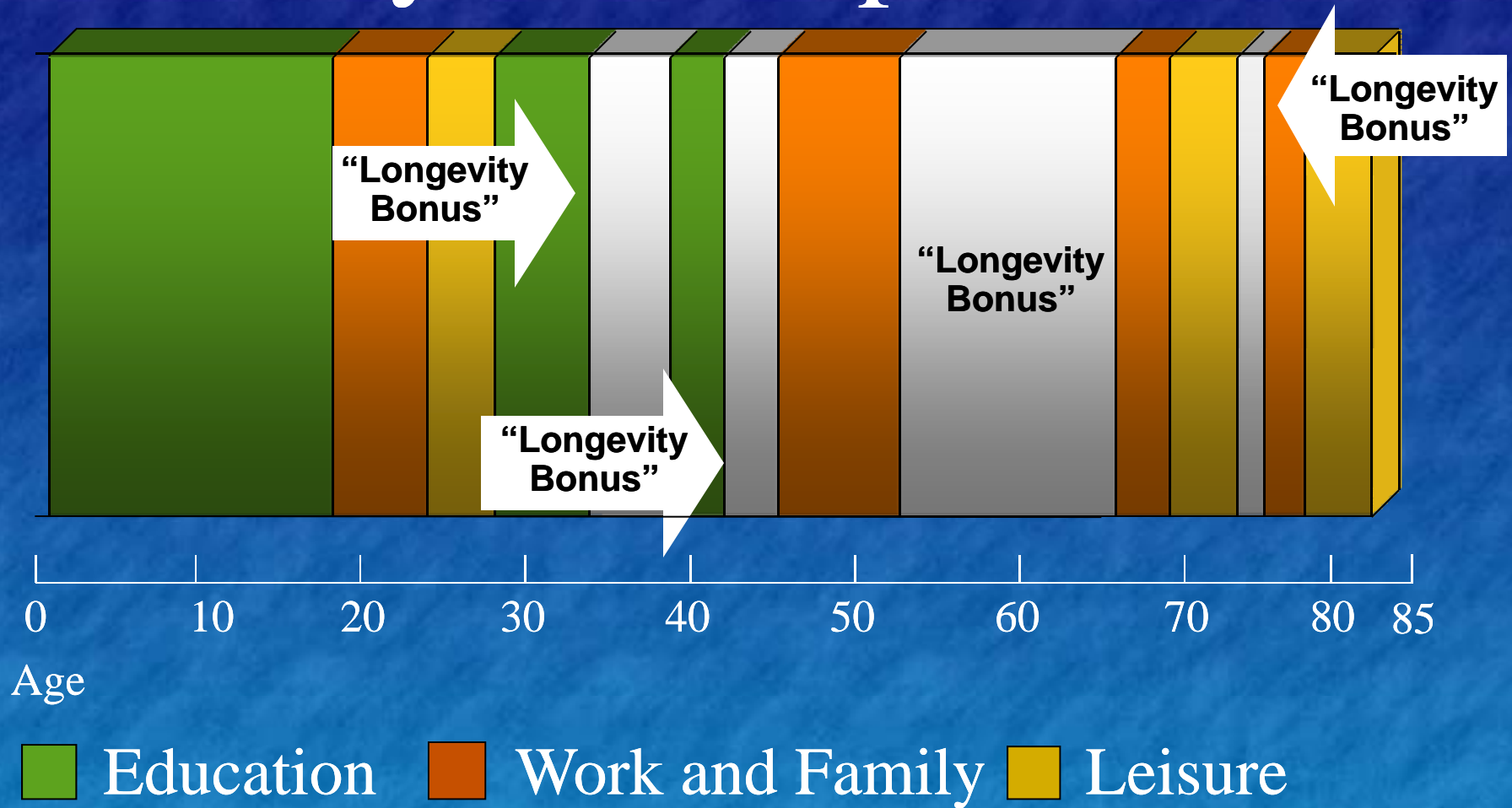
Leisure



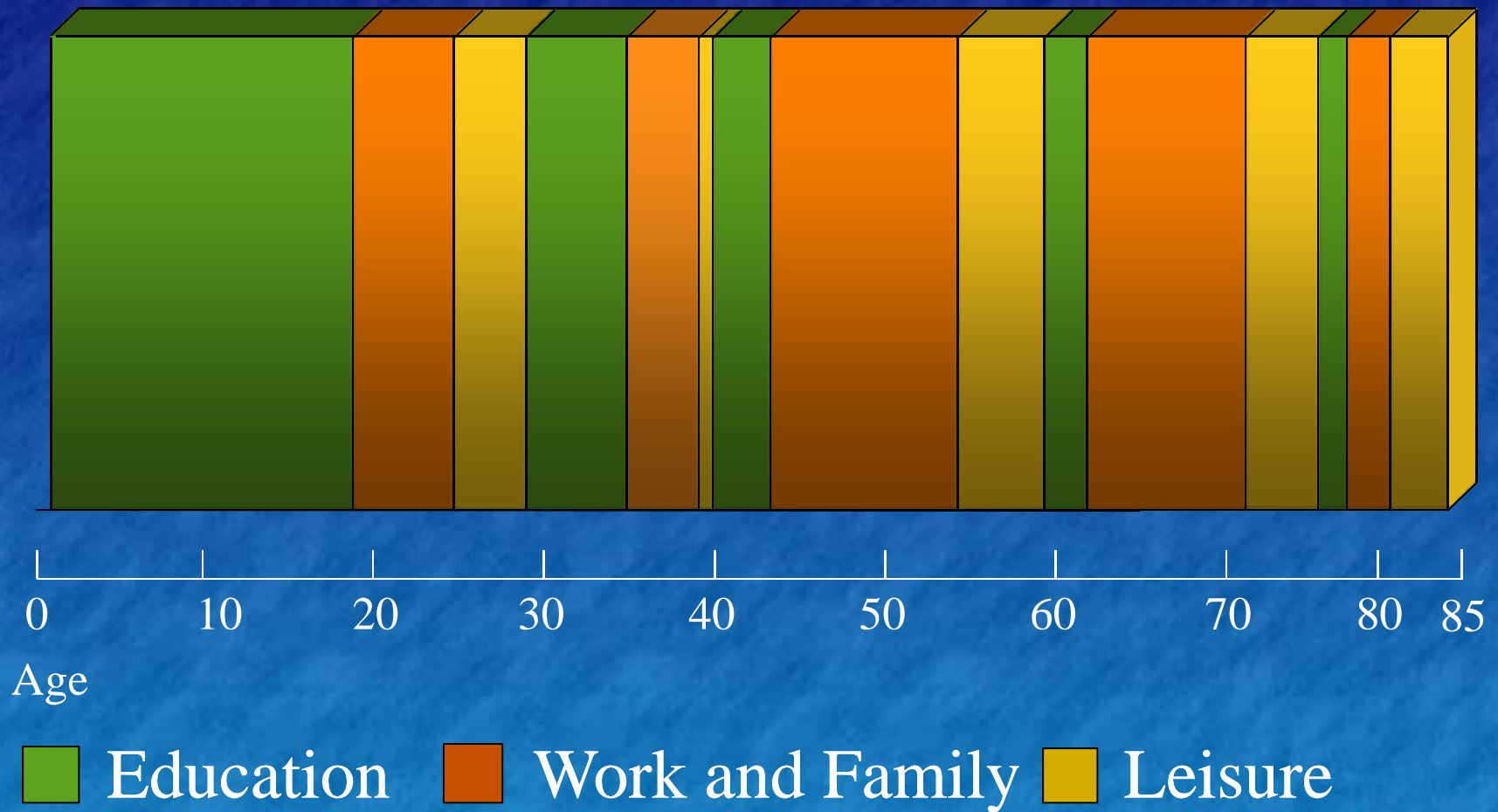
# Linear Lifeplan



# Cyclic Lifeplan



# Cyclic Lifeplan





# Webster's Definition of Retirement

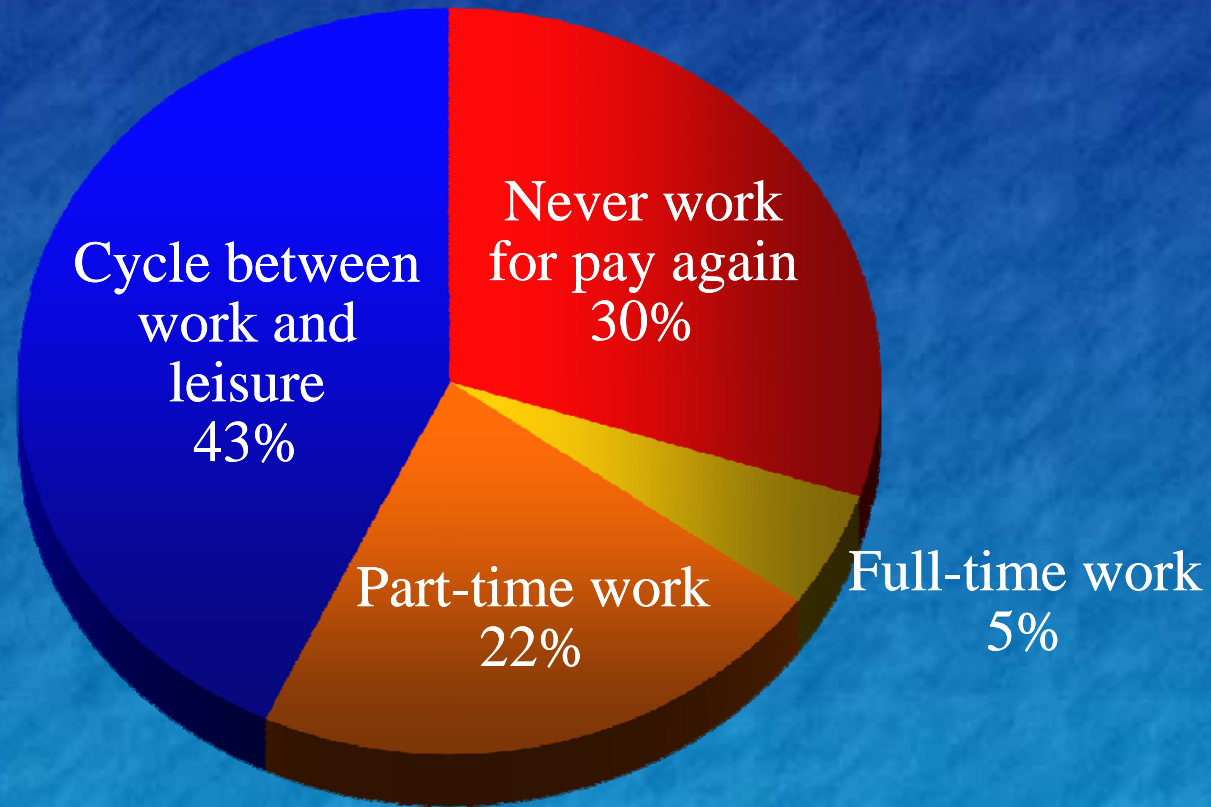
- to disappear
- to go away
- to withdraw



Source: Webster's New Twentieth Century Dictionary

# A New Balance of Work and Leisure is the New Ideal

“What would be your ideal plan for retirement?”

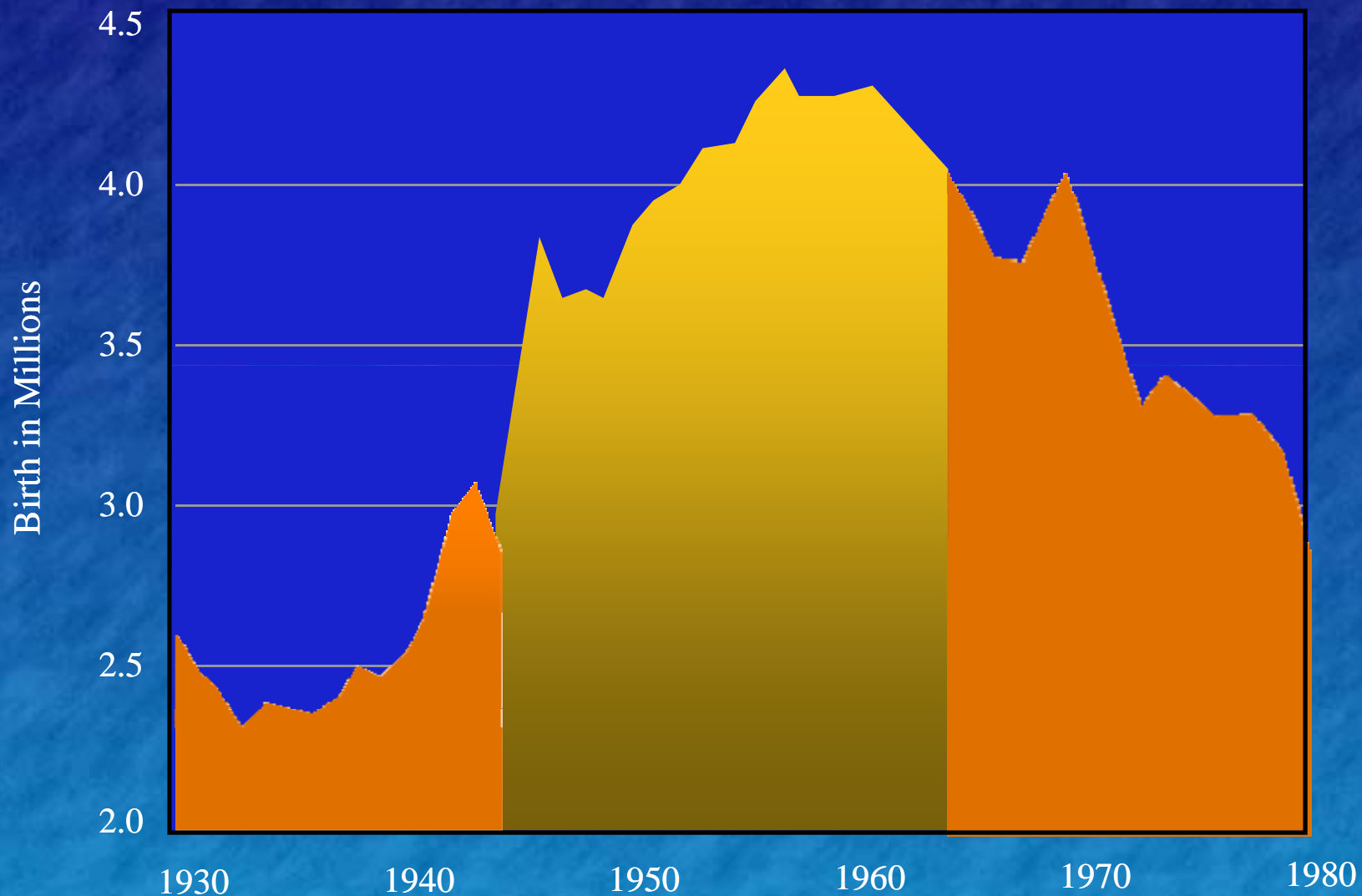


Source: Age Wave Retirement at the Tipping Point: The Year that Changed Everything, 2009

# From Baby Boom to Age Wave



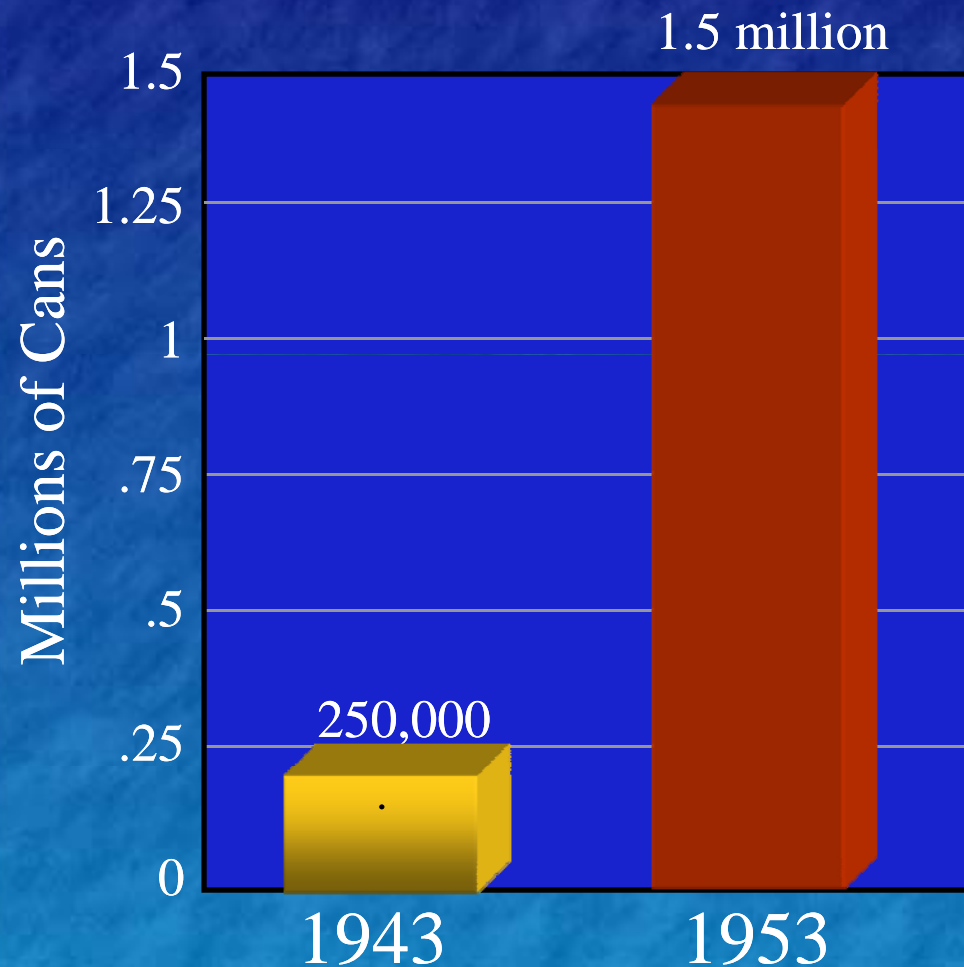
# The Baby Boom: 1946-1964



Source: Statistical Abstracts of the United States, 1930-1990



# Baby Food Consumption



Source: *Great Expectations: America and the Baby Boom Generation*, Jones, Landon







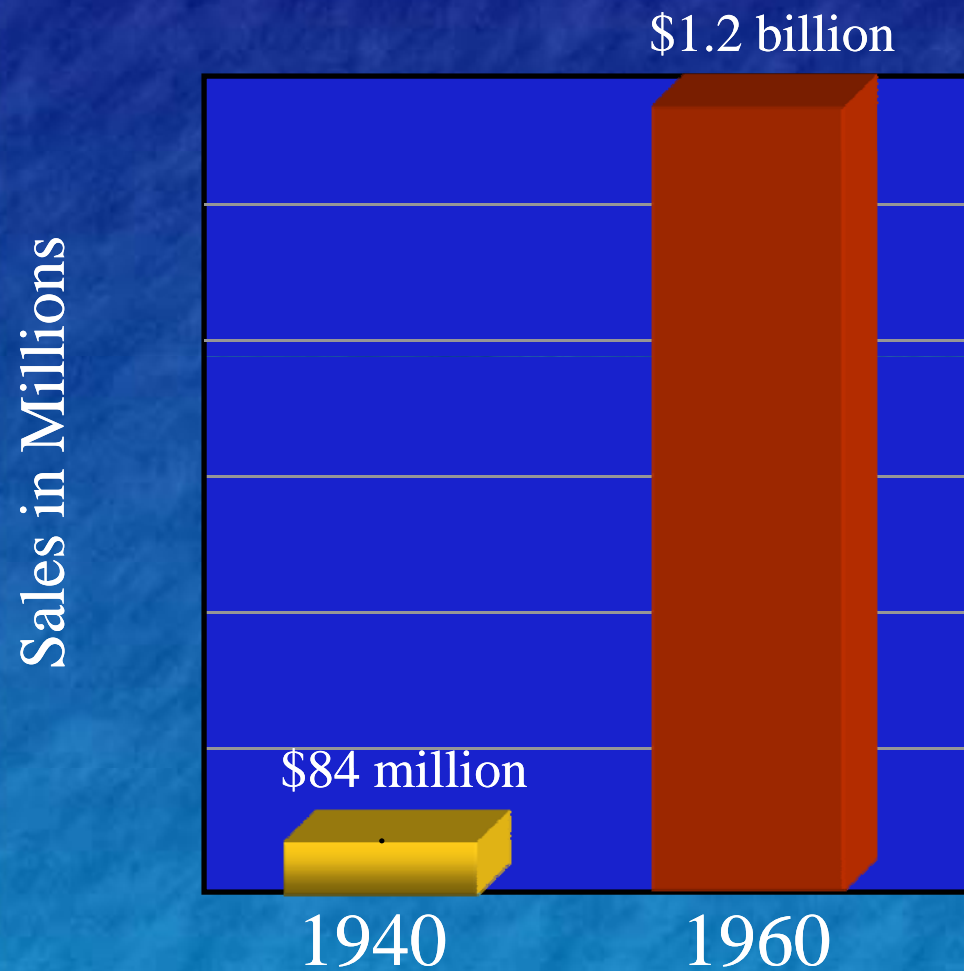








# Toy Sales

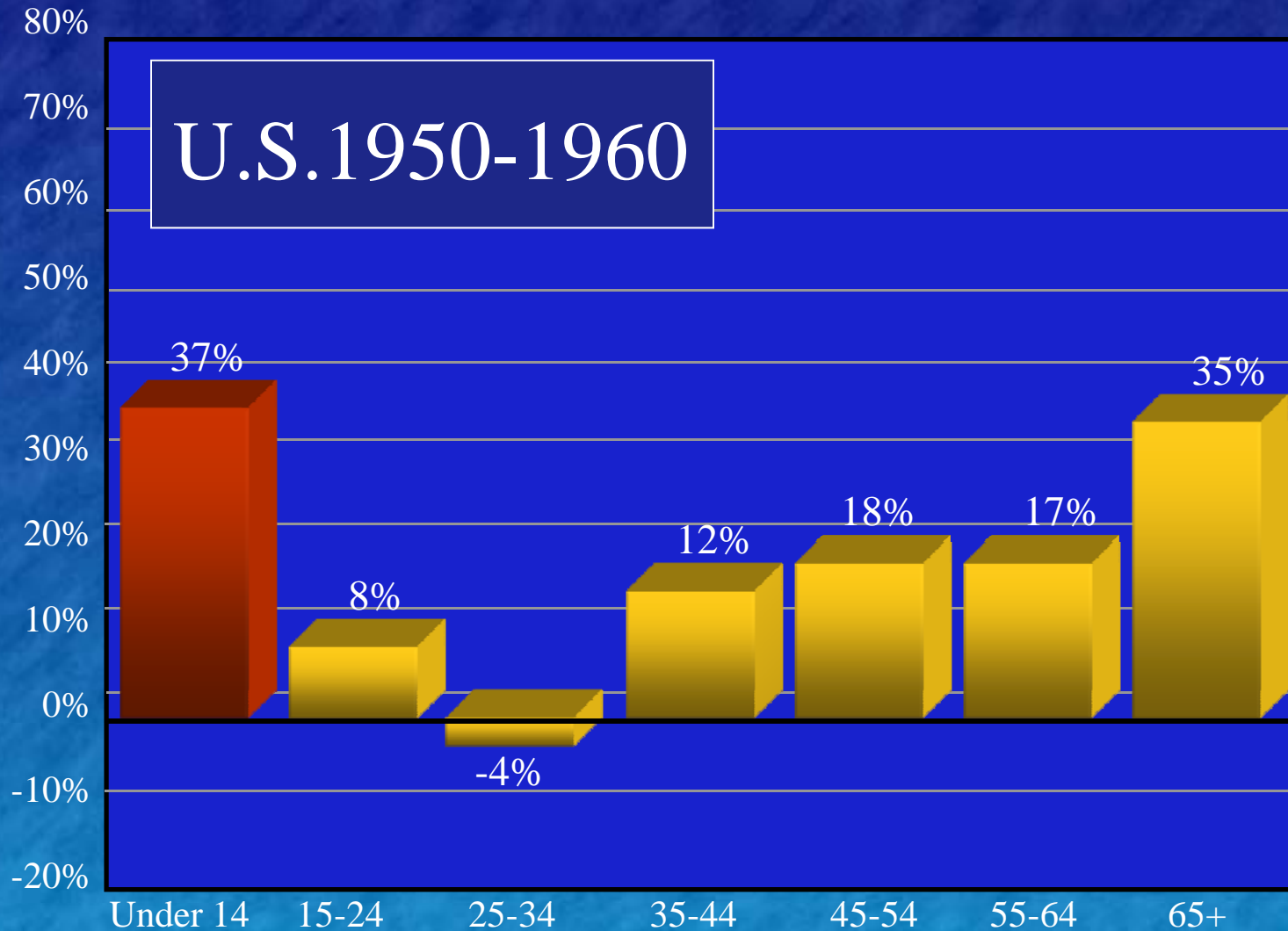


Source: *Great Expectations: America and the Baby Boom Generation*, Jones, Landon

Who is  
Turning  
65 Now?

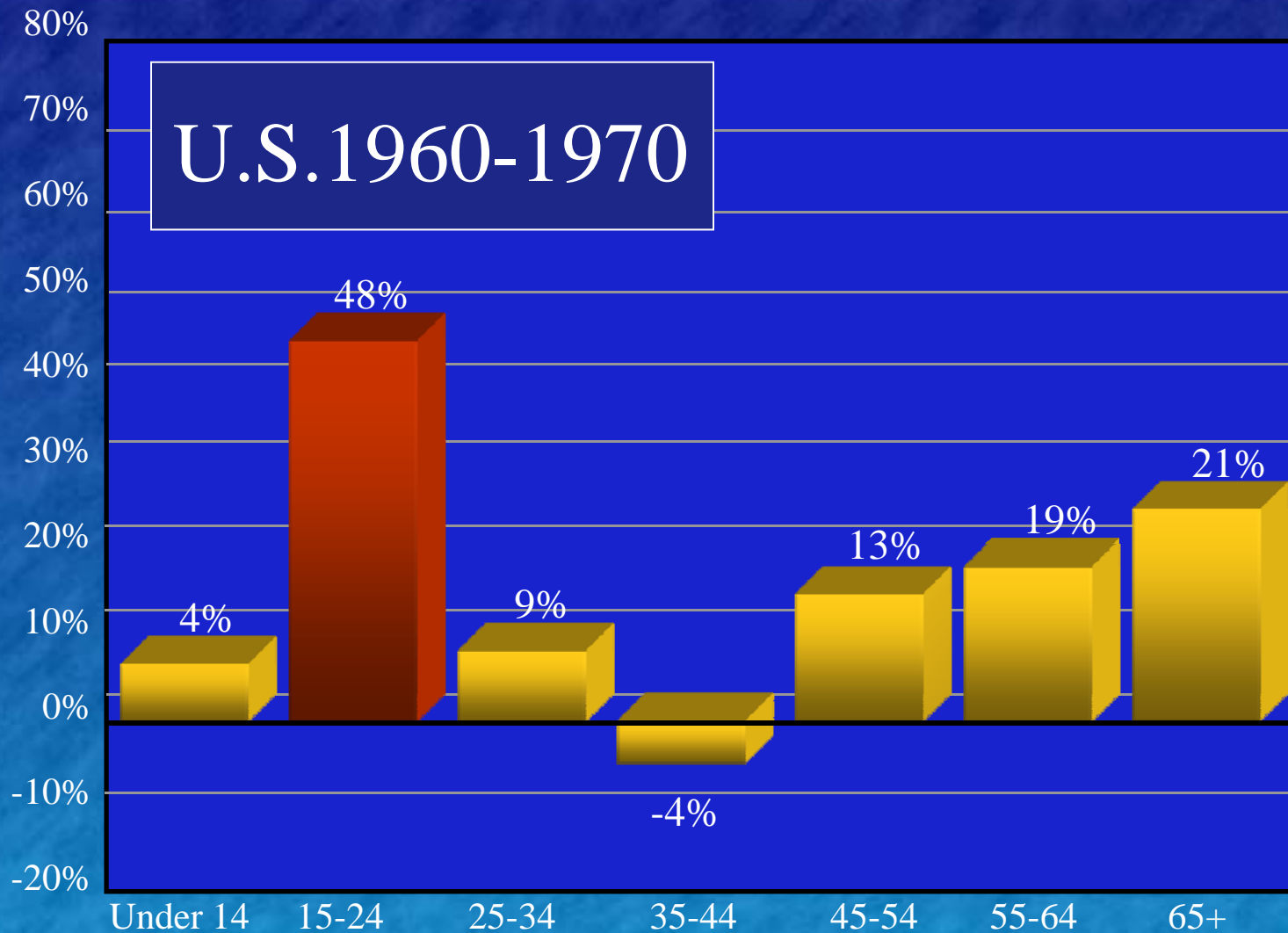


# Change in Population Growth

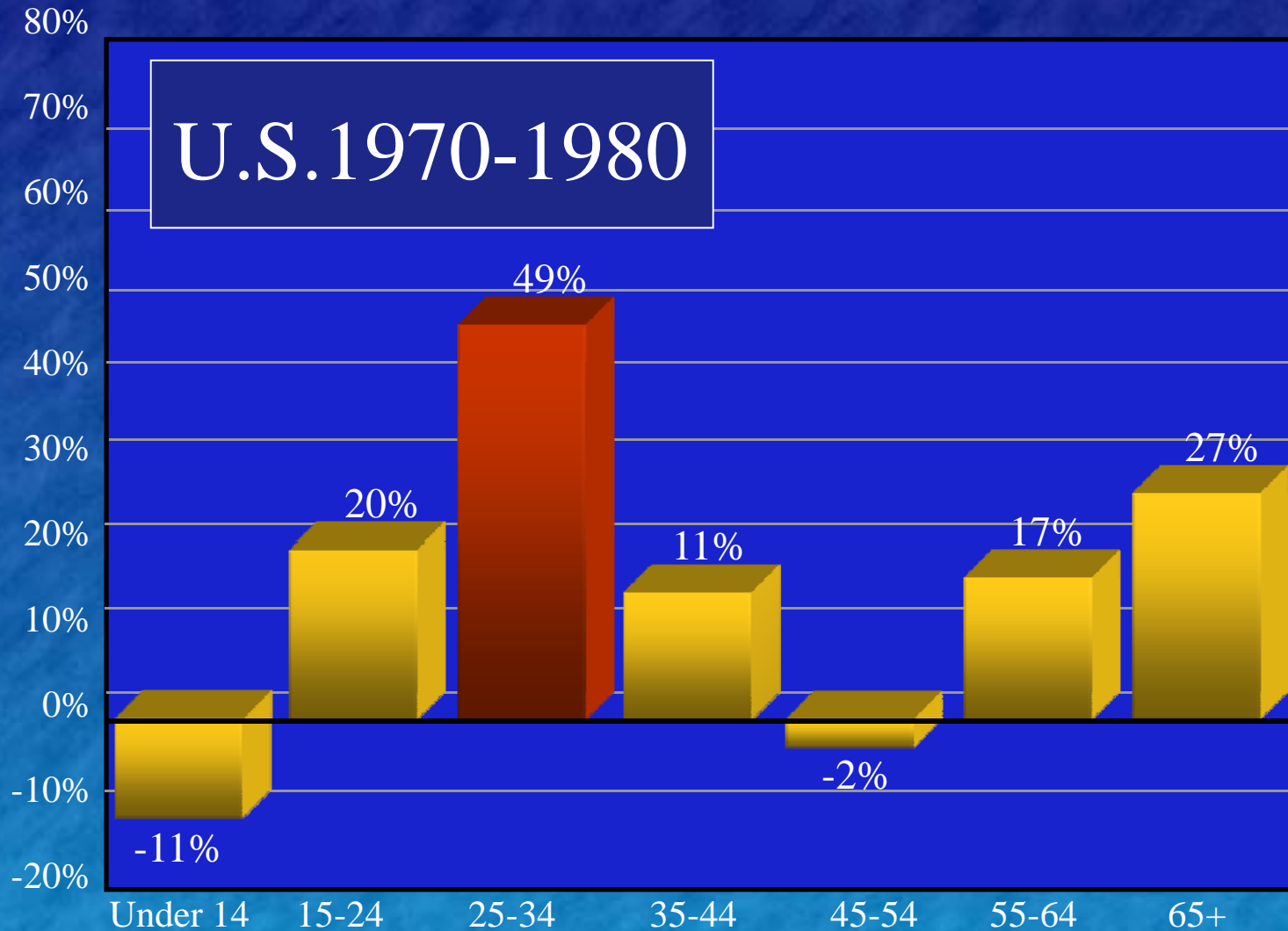




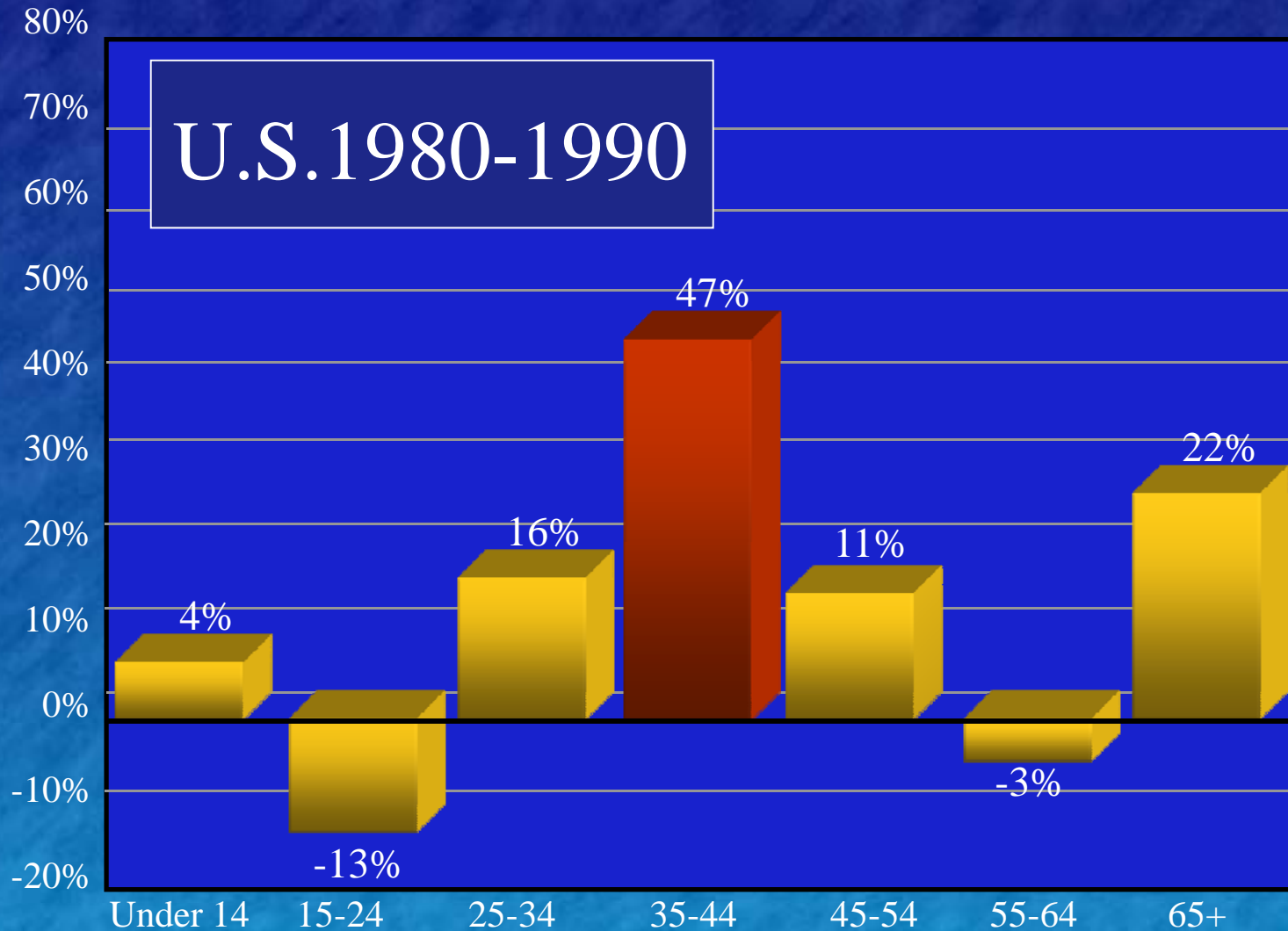
# Change in Population Growth



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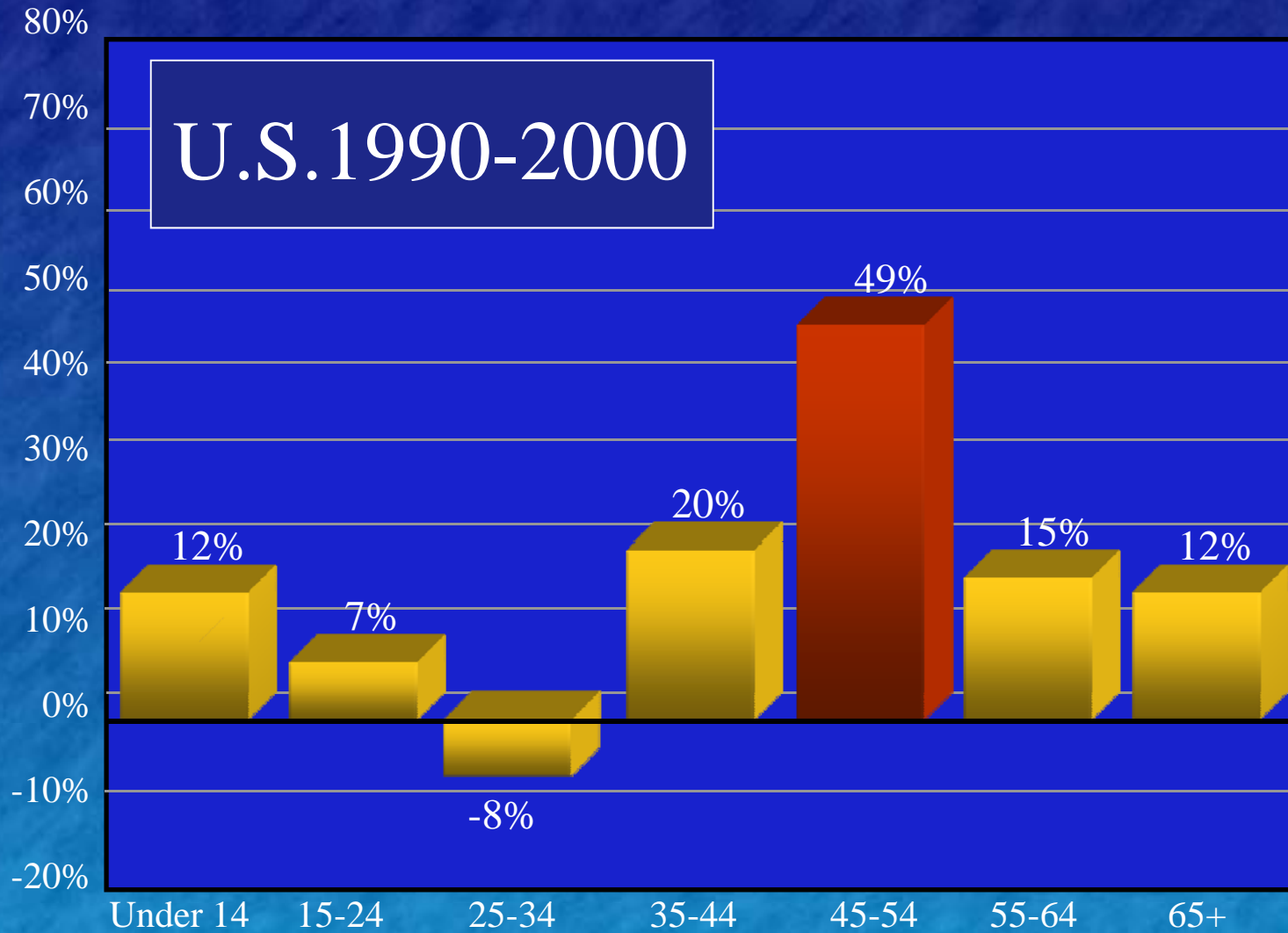


# Change in Population Growth

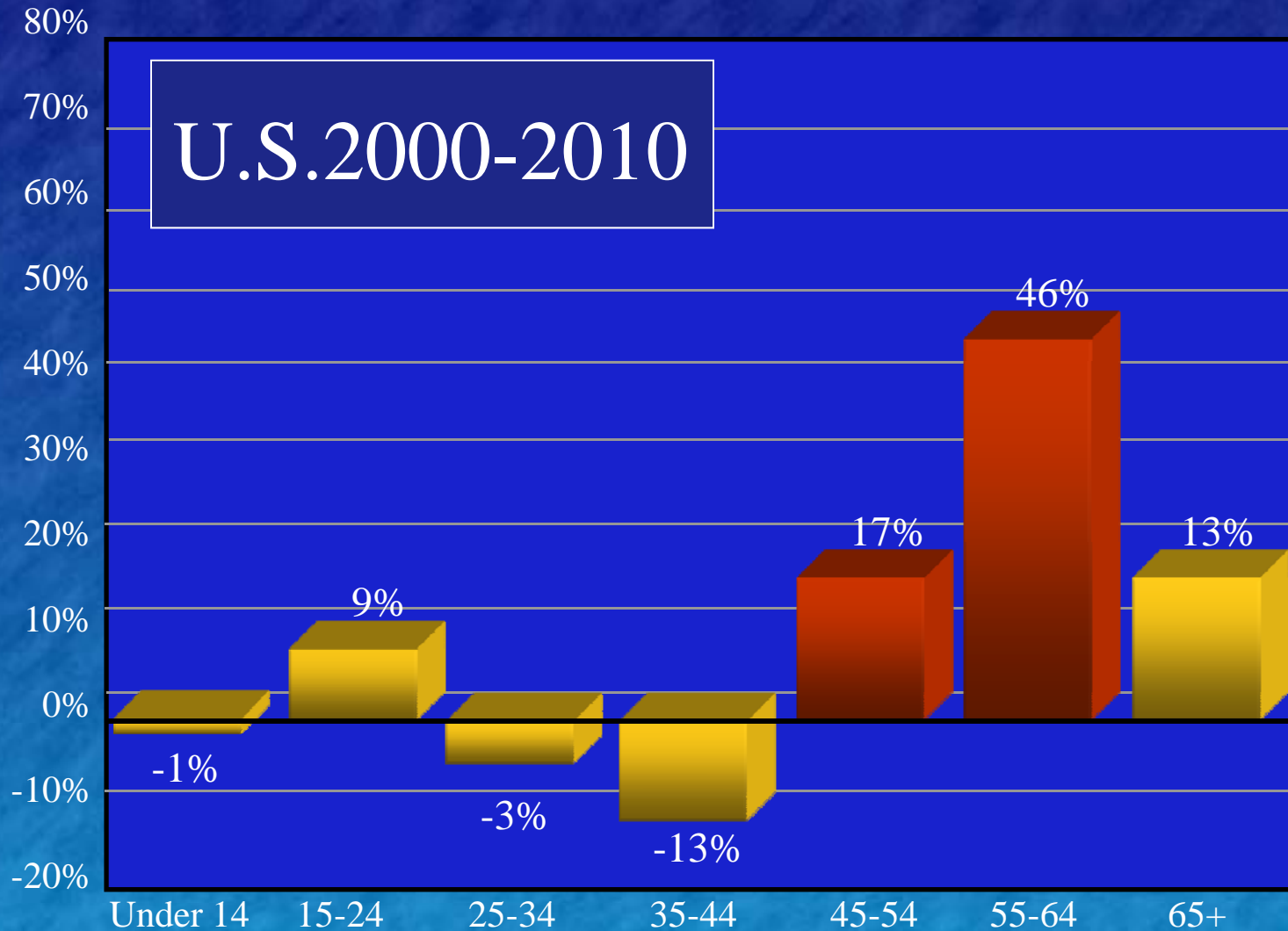




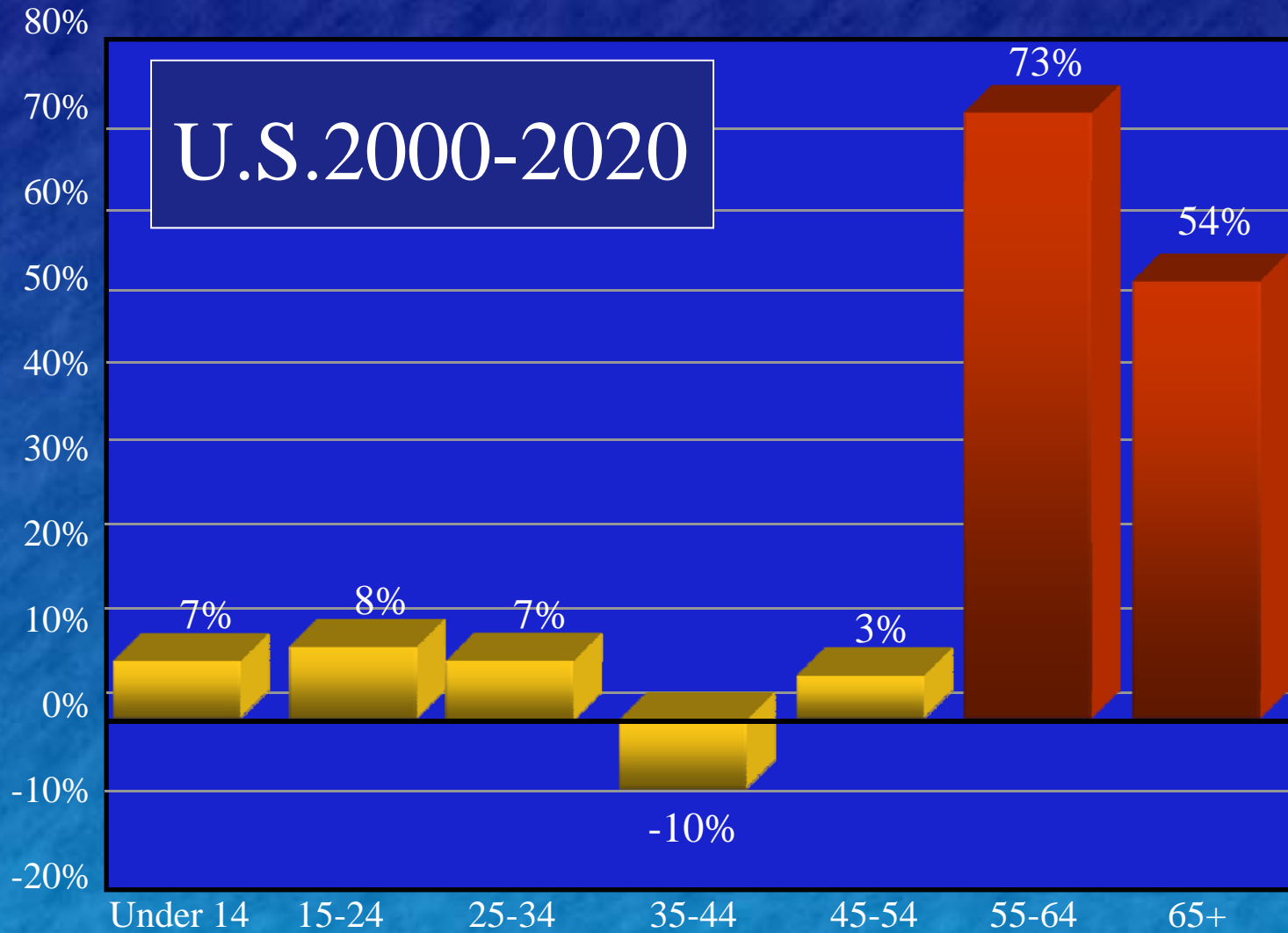
# Change in Population Growth



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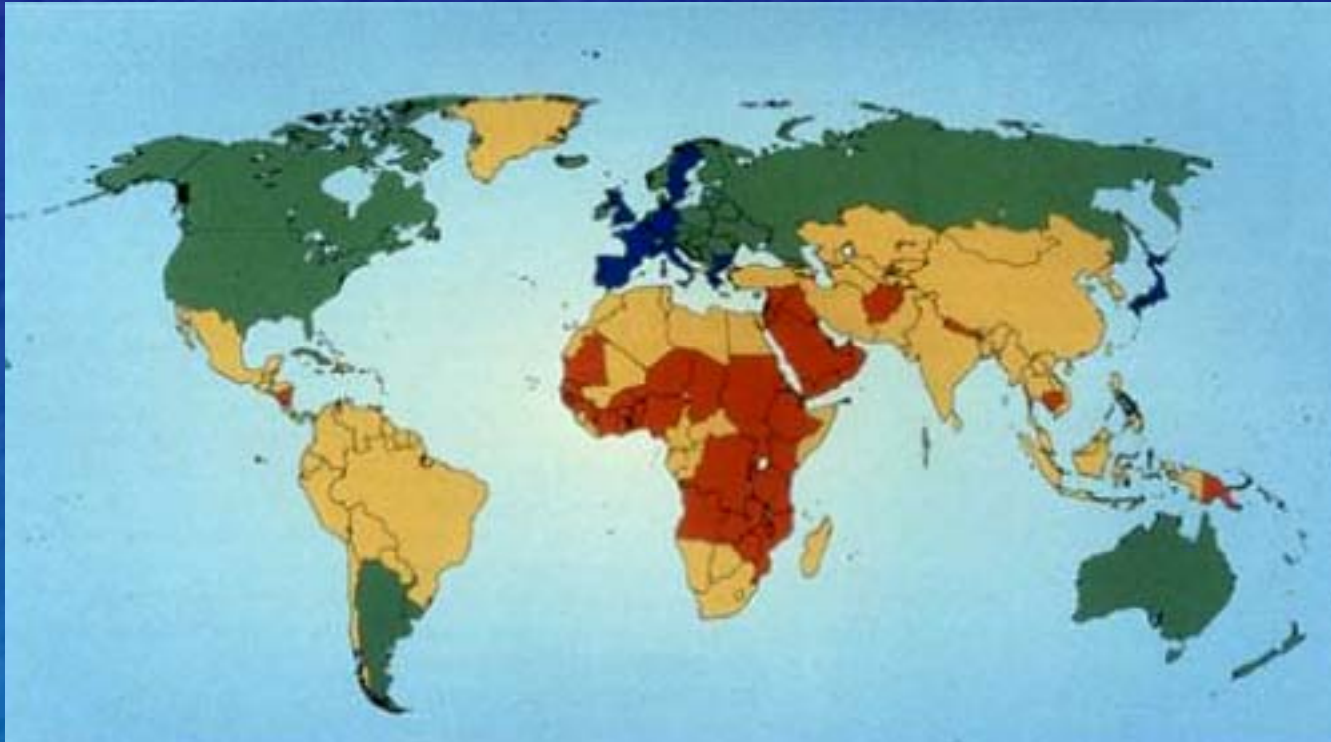


# Change in Population Growth





# Percent of Population Age 60+: 2000



Under 5.0%

5.0% to 12.4%

12.5% to 20%

Above 20%

# Percent of Population Age 60+: 2025



Under 5.0%

5.0% to 12.4%

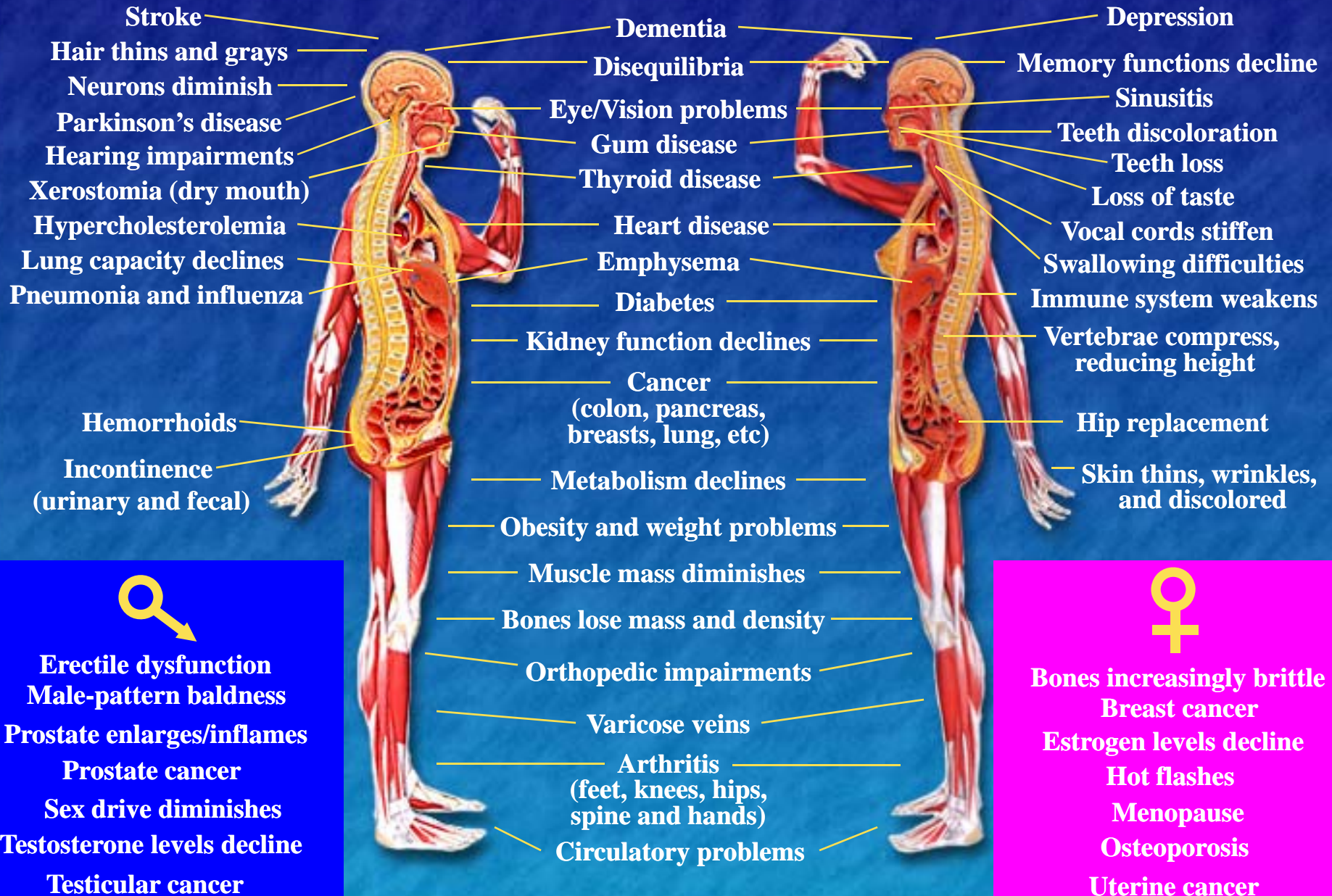
12.5% to 20%

Above 20%

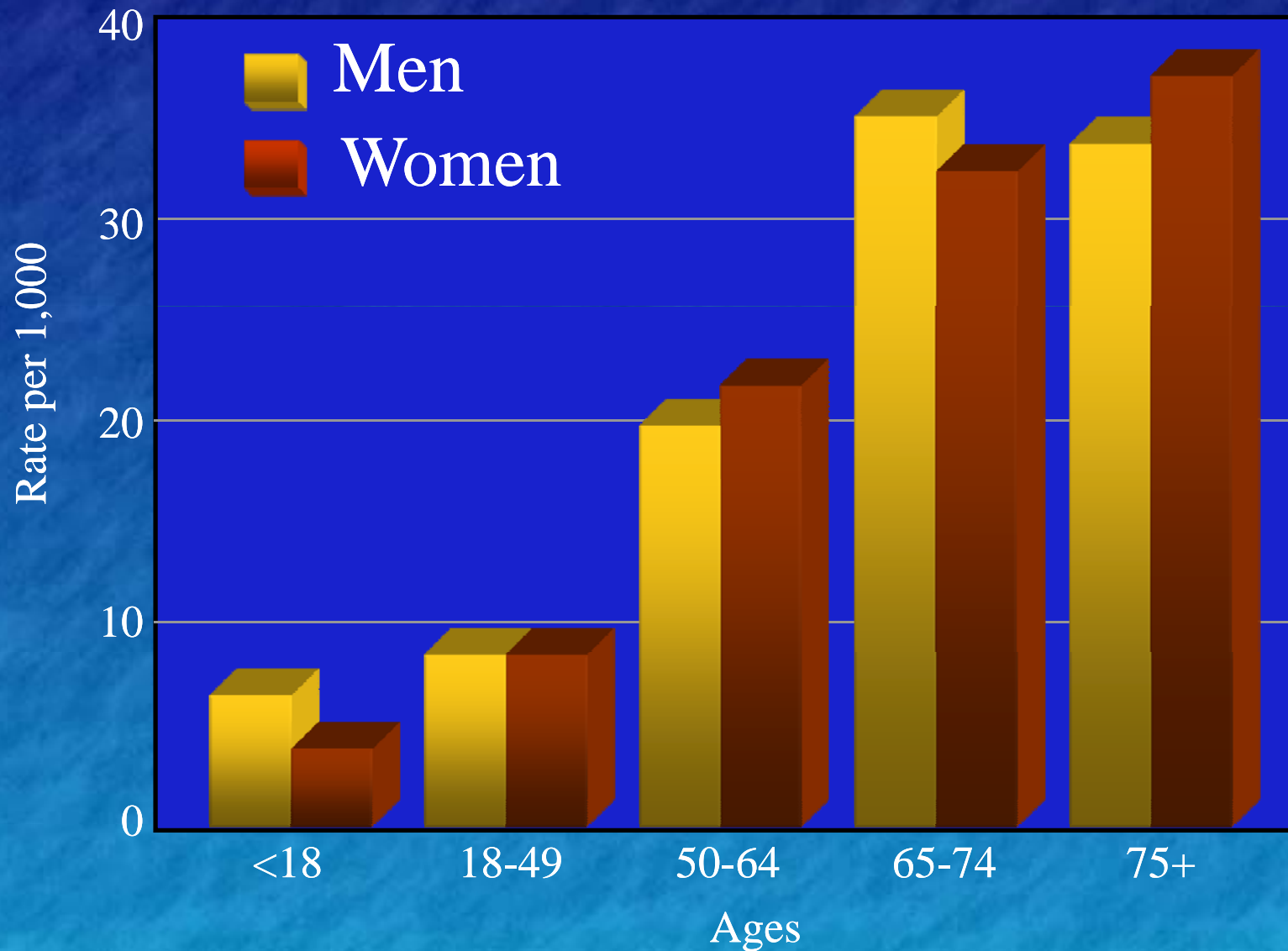
# In Search of the Fountain of Health



# Impacts of Aging



# Rate of Chronic Conditions



Source: NCHS, 1999







# Needed: Geriatric Excellence



## A map of the United States with state boundaries outlined in black. Yellow stars are placed on the following states: Alaska, Hawaii, Arizona, New Mexico, Texas, Oklahoma, Kansas, Nebraska, South Dakota, North Dakota, Minnesota, Wisconsin, Illinois, Indiana, Michigan, Ohio, Pennsylvania, Maryland, Delaware, New Jersey, New York, Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire, Maine, and Florida. The stars are distributed across all major regions of the country.

Source: AdGap Study August 2008



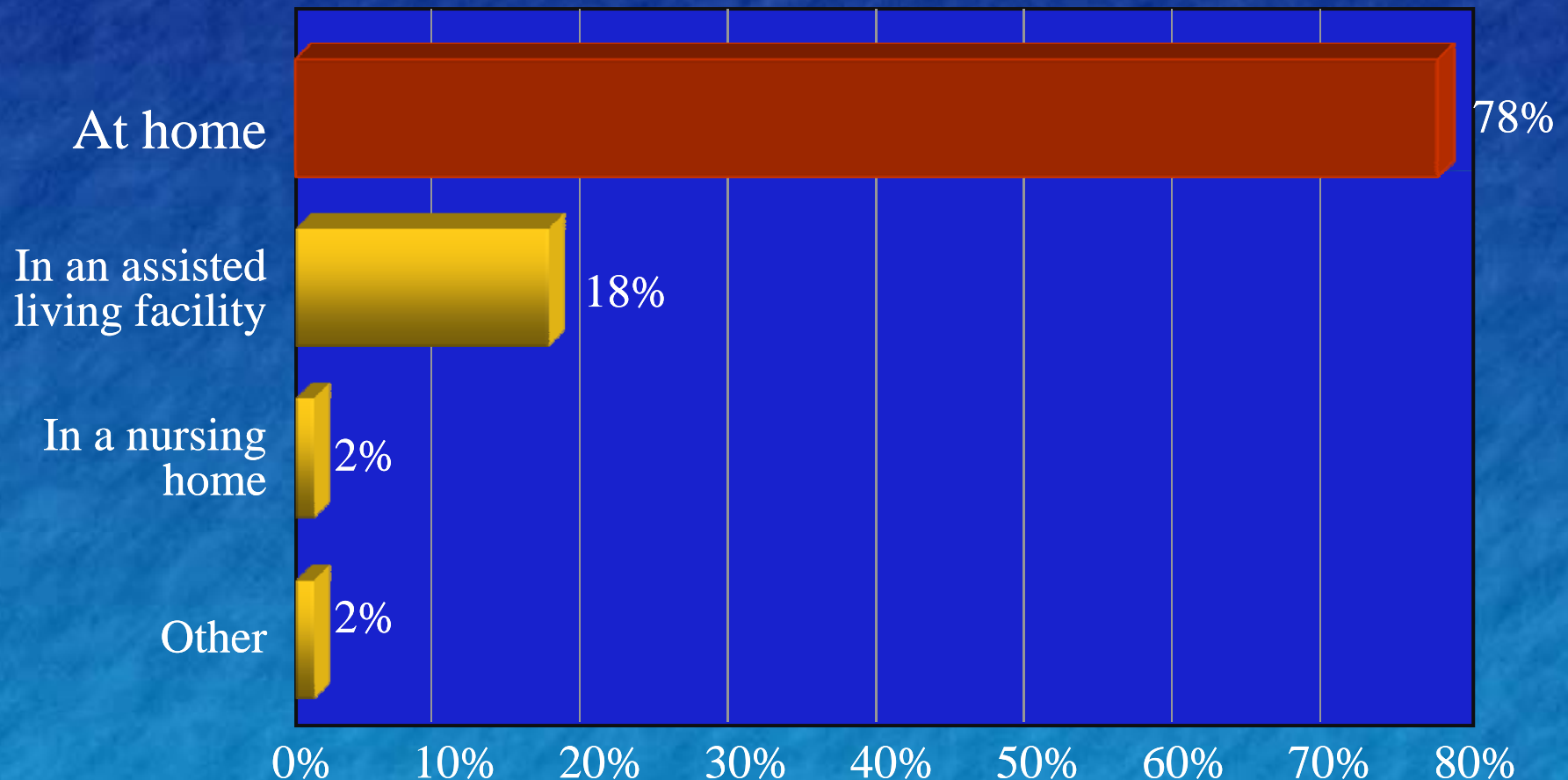
# Needed: Integrated Continuum of Care





# People Would Prefer to Receive Care at Home by a Wide Margin

“If you were to need long term care, in which setting would you most prefer it?”



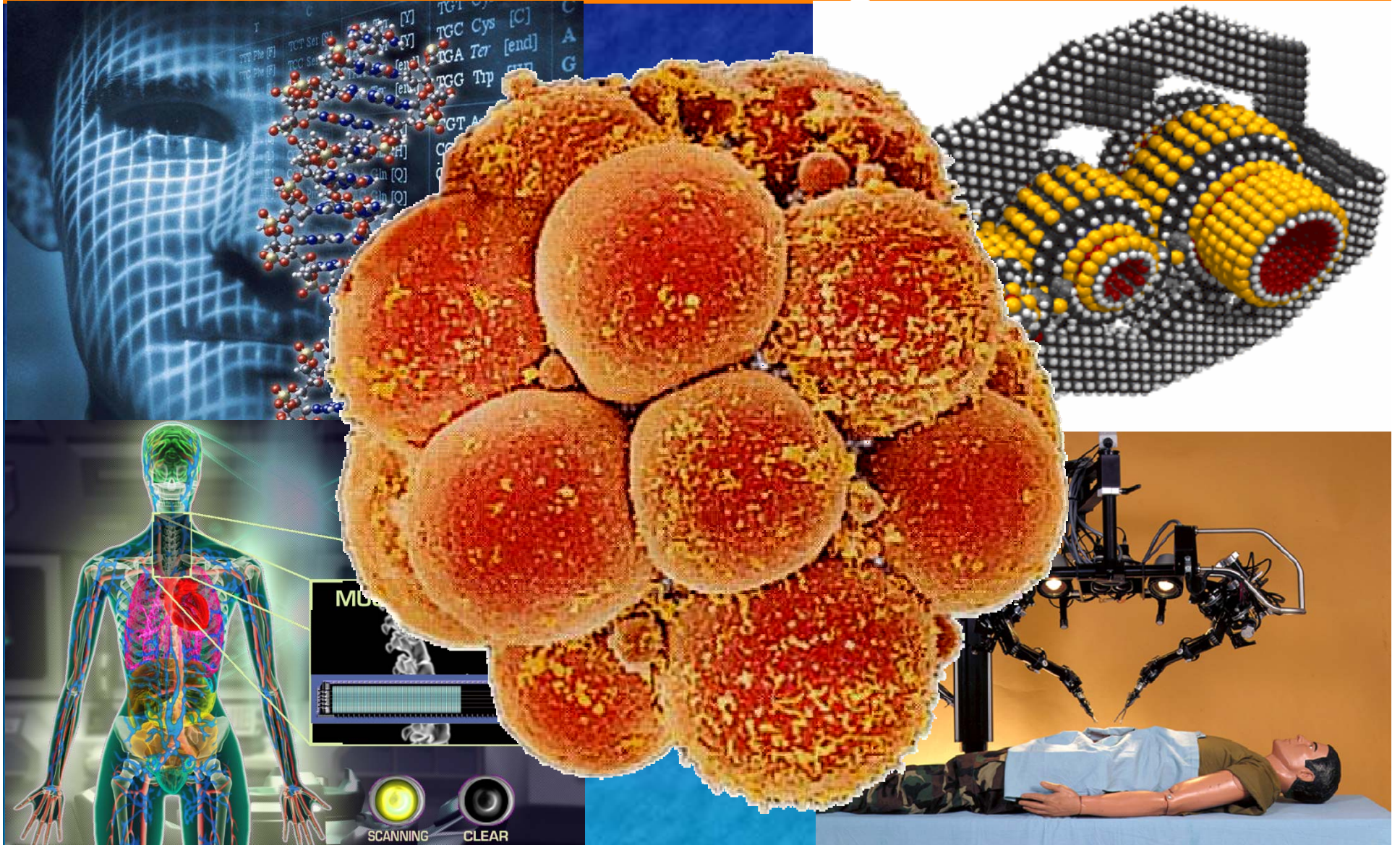
Source: Age Wave/Genworth “Let’s Talk” Survey, 2010

# Tele-Monitoring, Tele-Medicine



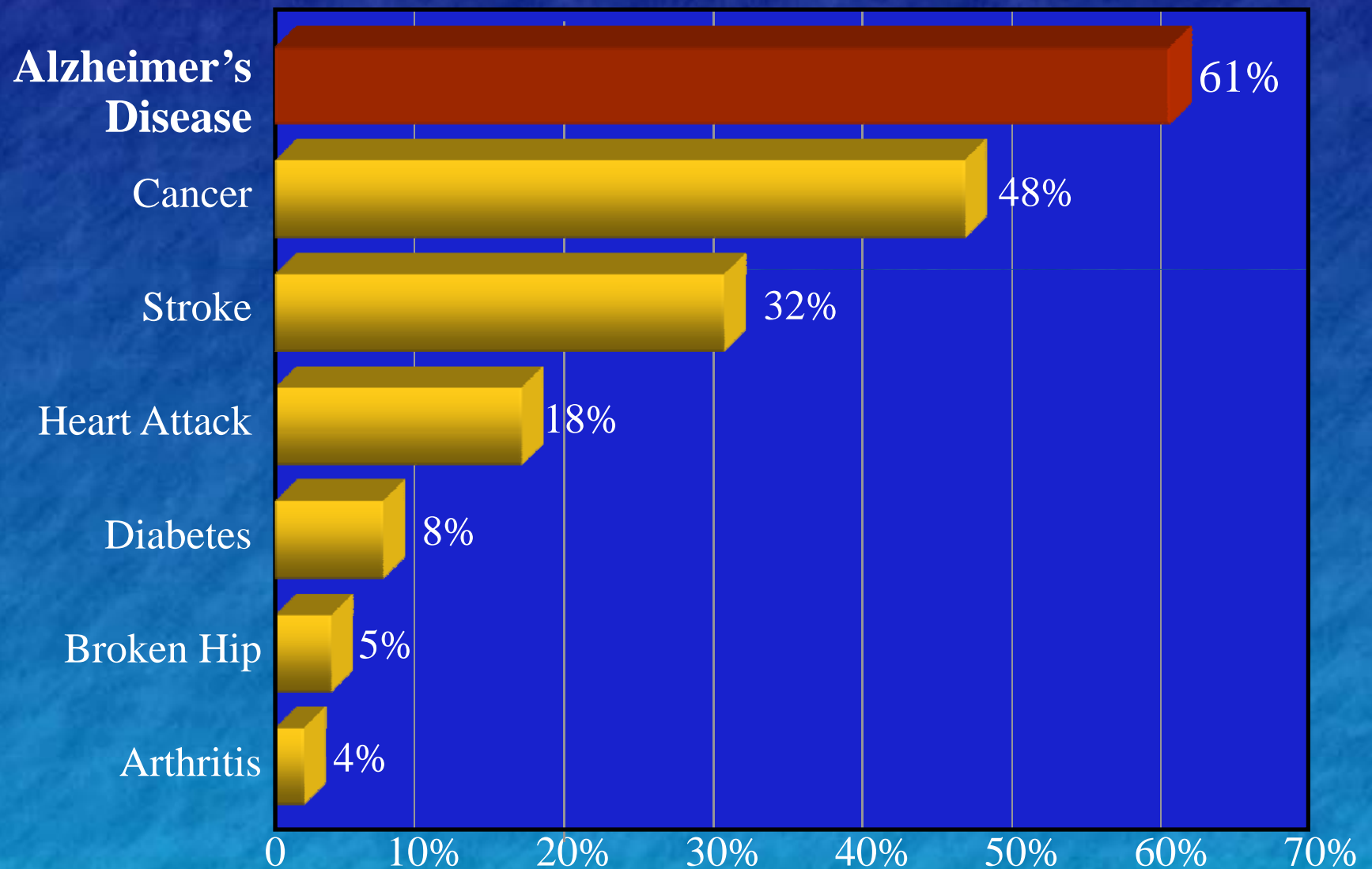


# Needed: Accelerated Scientific Breakthroughs



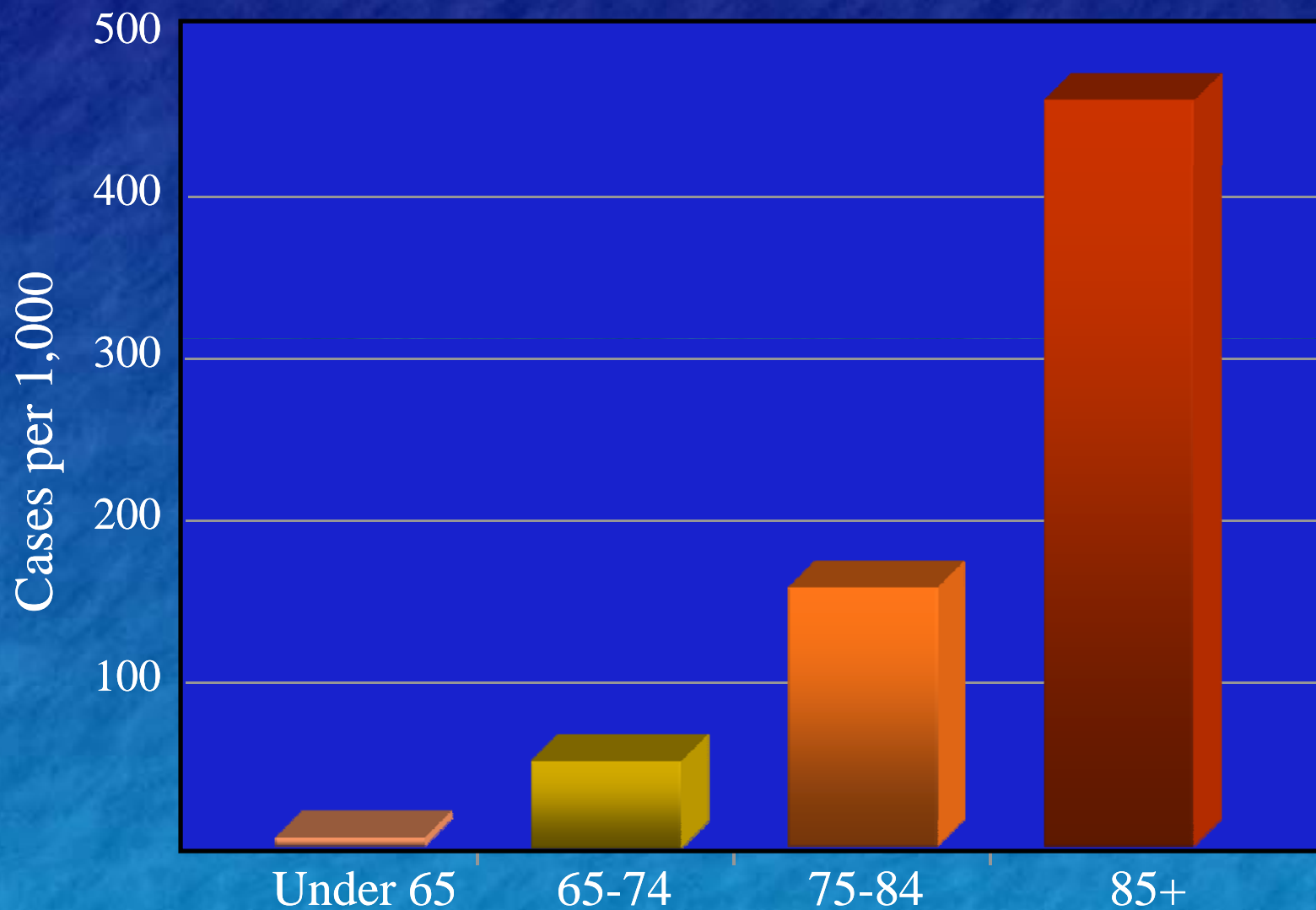


# Most Frightening Disabling Disease in Later Life?



Source: Age Wave Genworth "Our Family Our Future" 2010

# Dementia/Alzheimer's



Source: American Medical Association, 2003

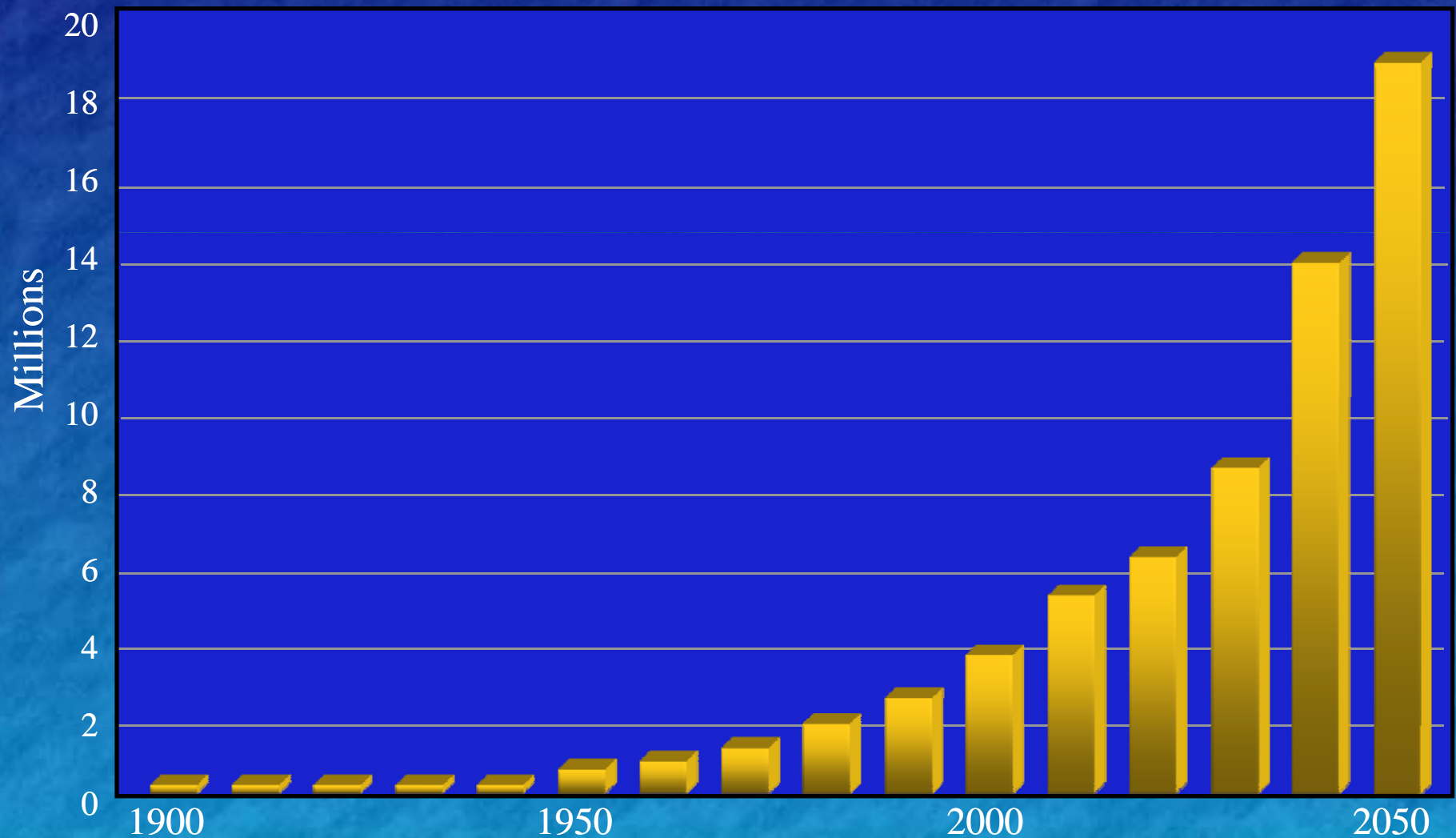




# This is You/Me!

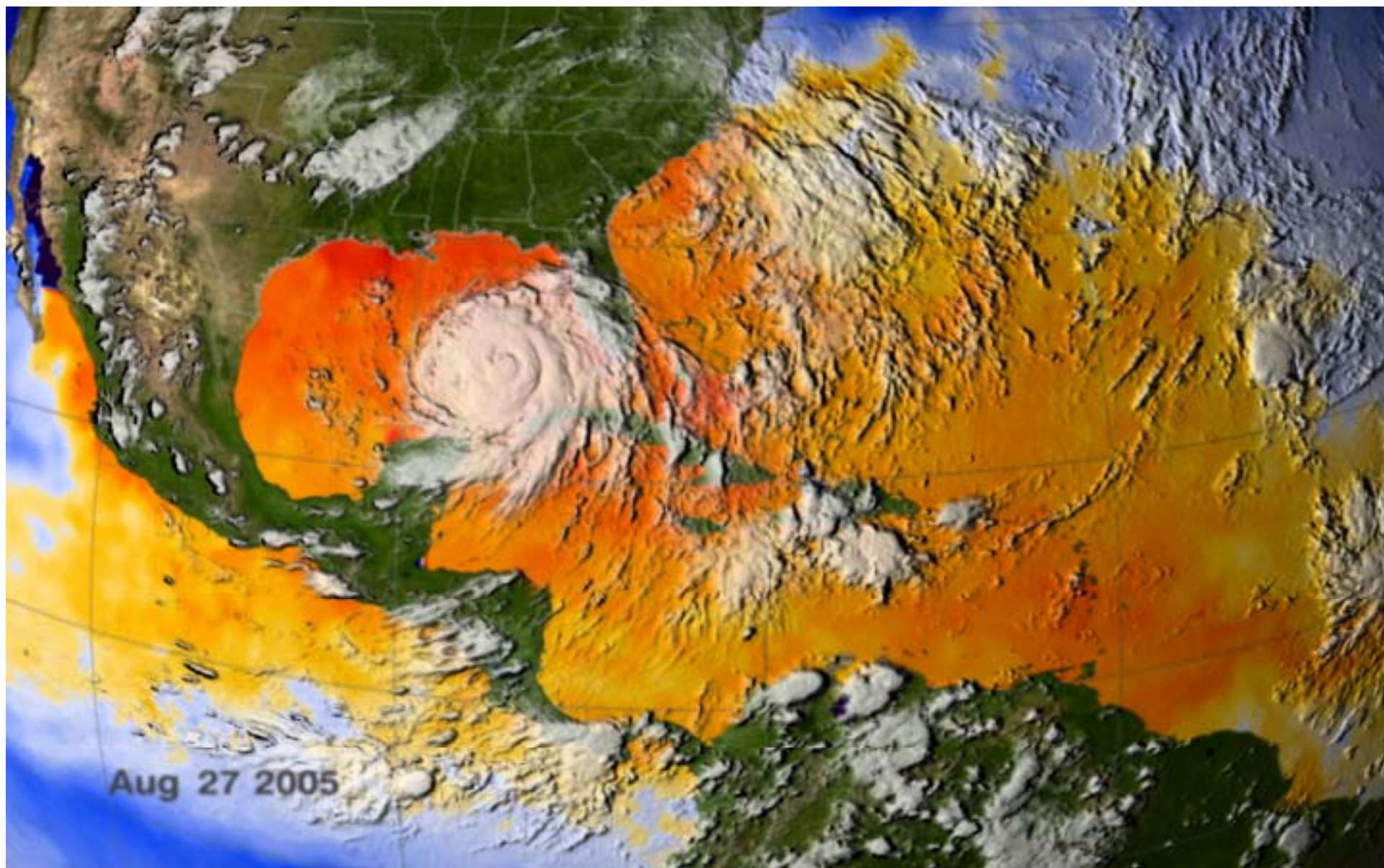


# Number of Americans 85+ 1900-2050



Source: U.S. Bureau of *Census*, *U.S. Administration on Aging*



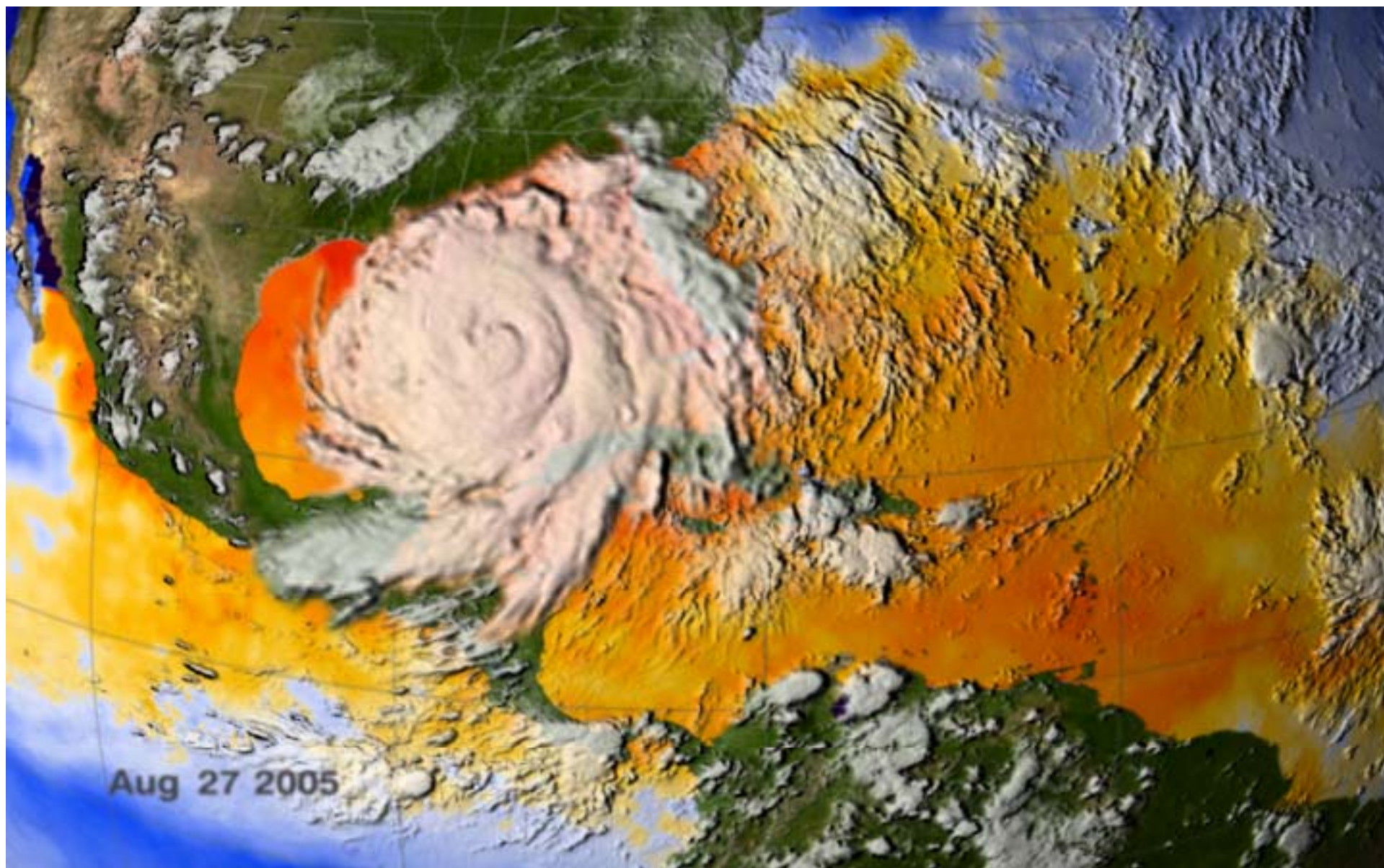


Aug 27 2005

Sea Surface Temperature



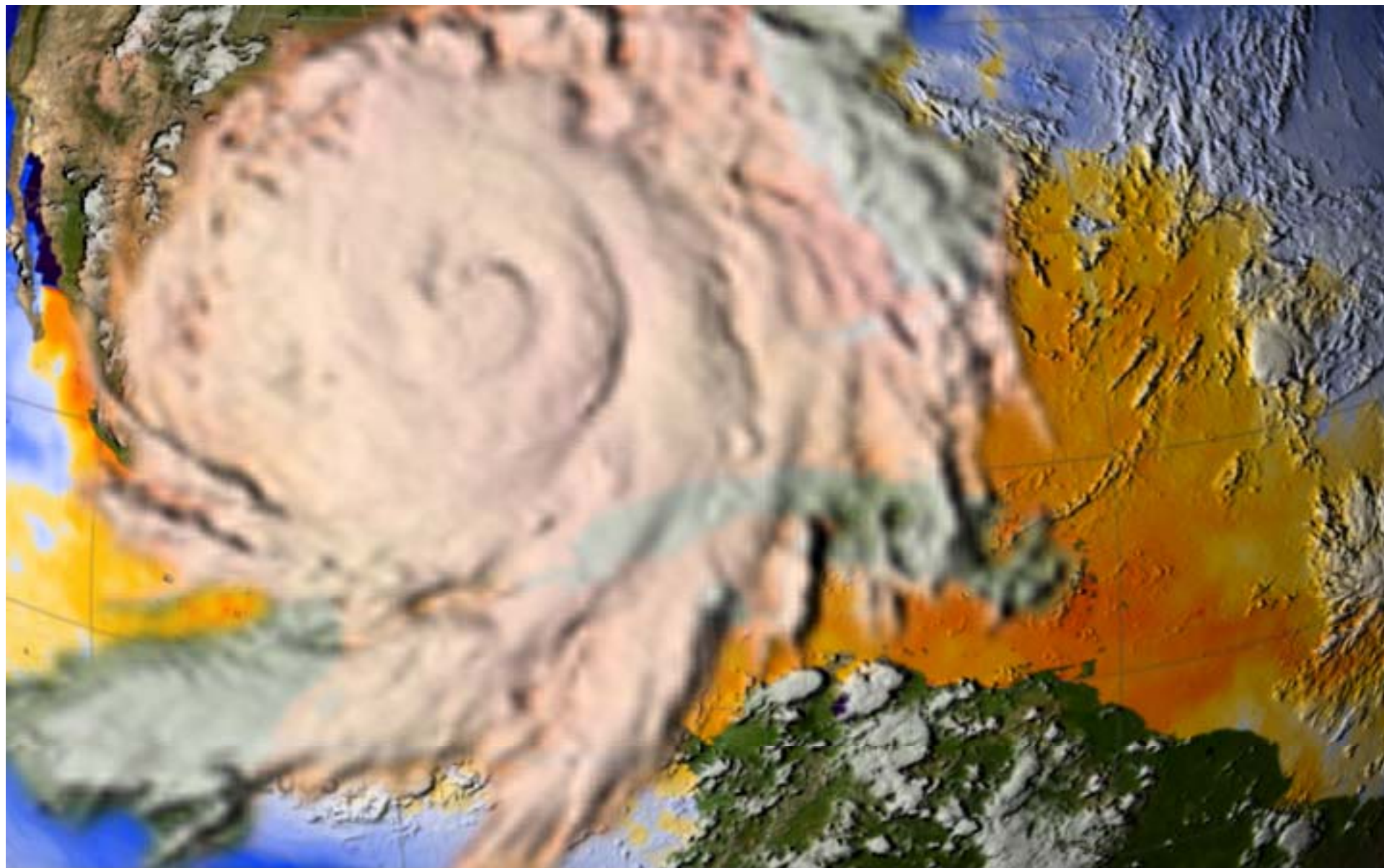




Sea Surface Temperature



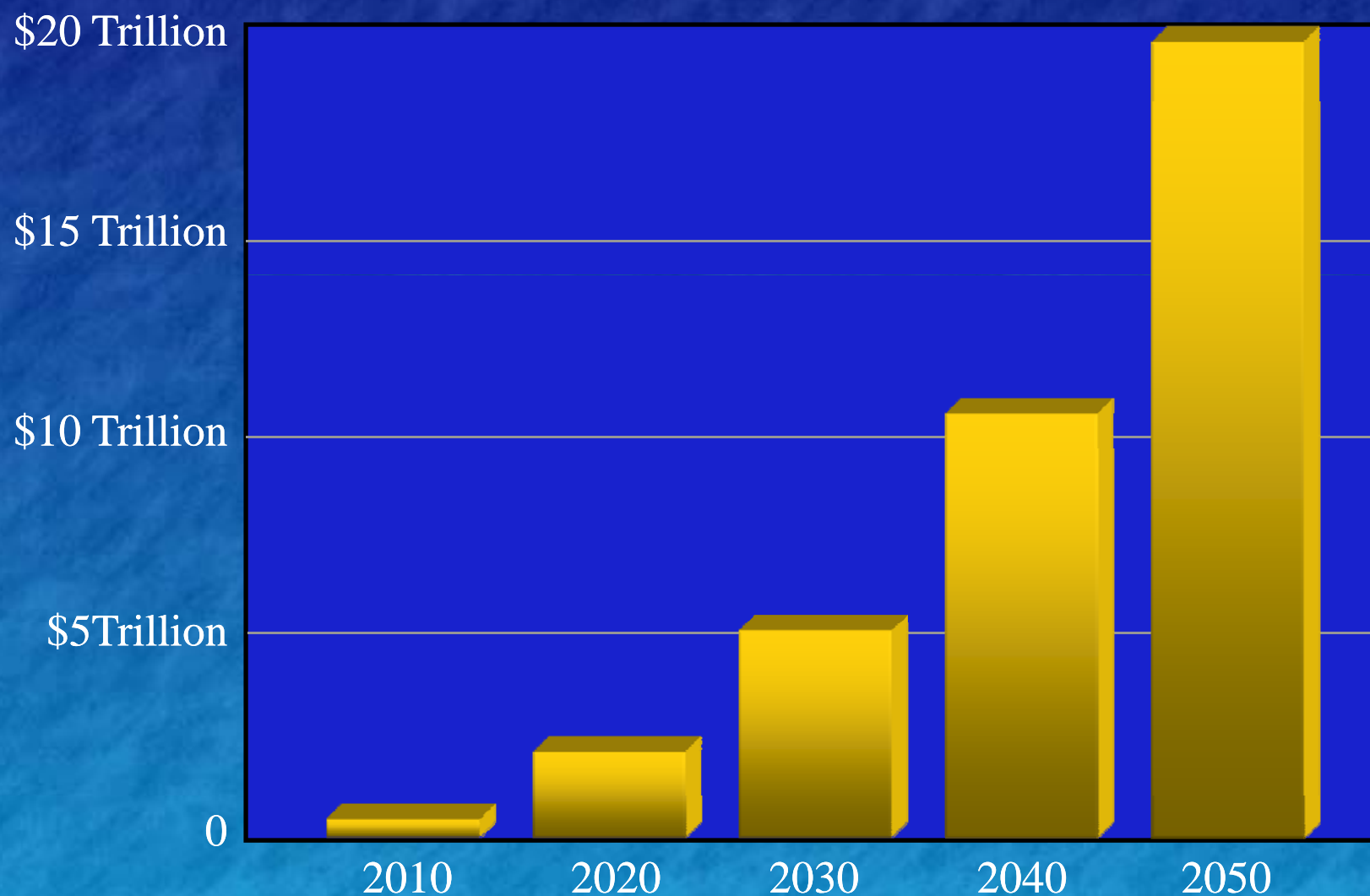




Sea Surface Temperature



# Cumulative Costs of Alzheimer's 2010 – 2050: **\$20 Trillion!**



Source: Lewin Trajectory Report, Alzheimer's Association



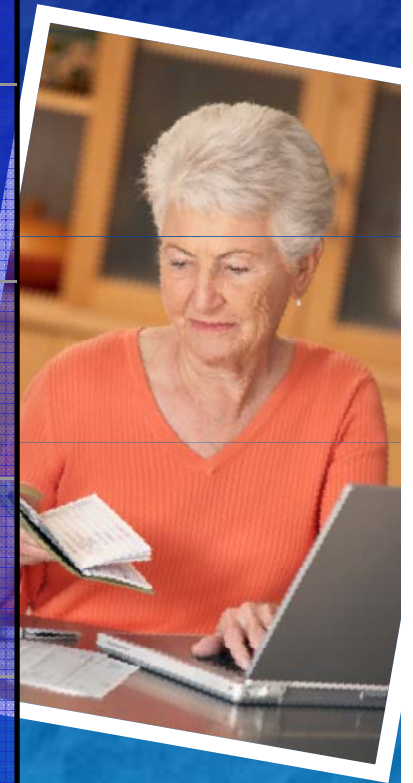
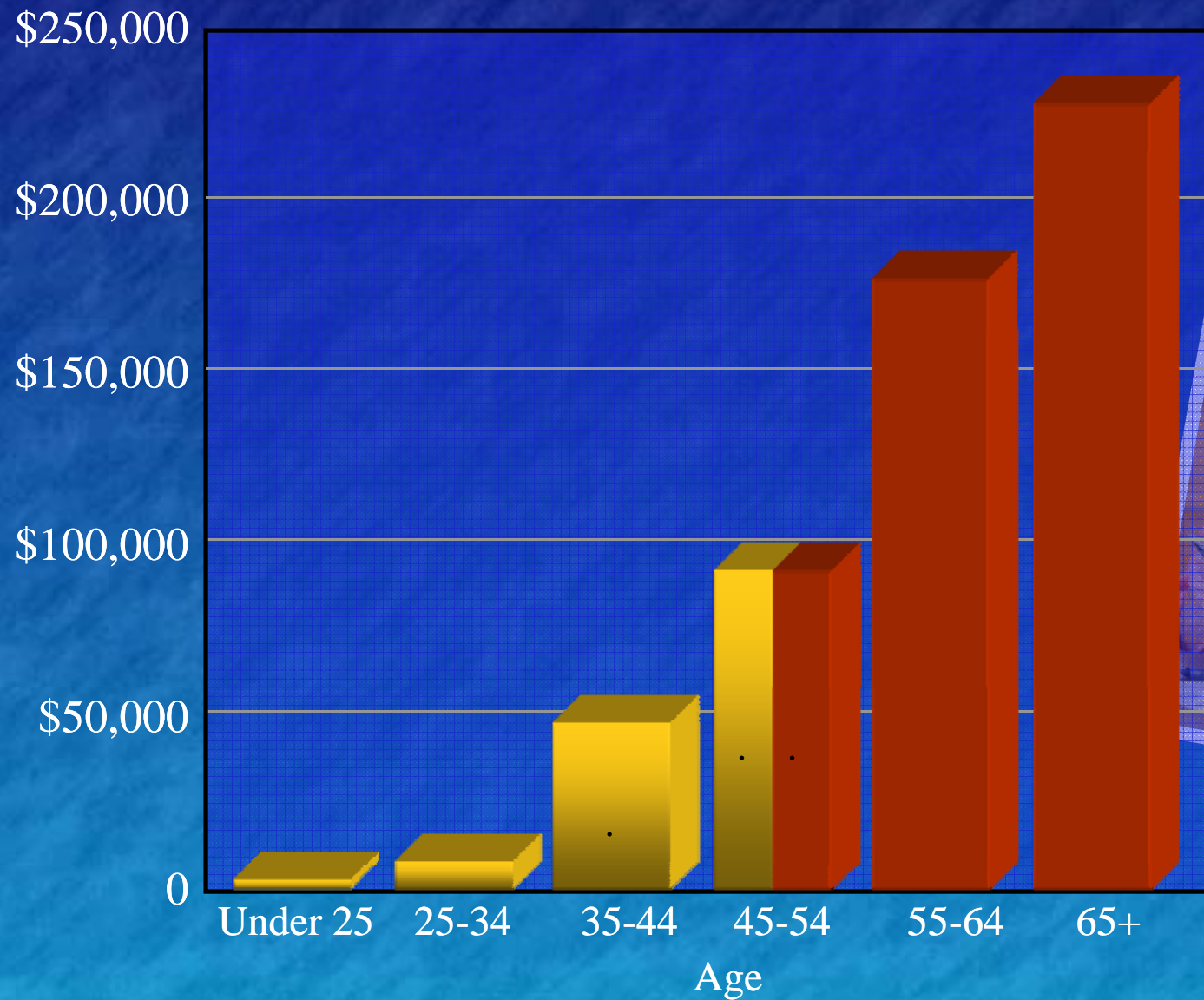
# Alzheimer's Could Become the Social and Economic Sinkhole of the Modern Era

# The Marketplace Epicenter is Shifting From Youth to Maturity





# Net Worth



Source: CNNMoney.com, 2009



# The Sustainability of Entitlements Based on Yesterday's Demography?



# Social Security: Then and Now

	<b>Then (1940)</b>	<b>Now (2010)</b>
Life expectancy at birth	63.6	78.3
Life expectancy at age 65	12.7	18.7
Average retirement age	70	63
Population age 65+ (million)	9.0	38.6
Ratio: workers to recipients	159 to 1	2.9 to 1
Number of Social Security recipients	222,488	54,031,968
Average annual Social Security payout	\$220	\$12,892
Total Social Security payout (\$million)	\$49	\$696,580
% federal budget for Social Security	0.04%	19%

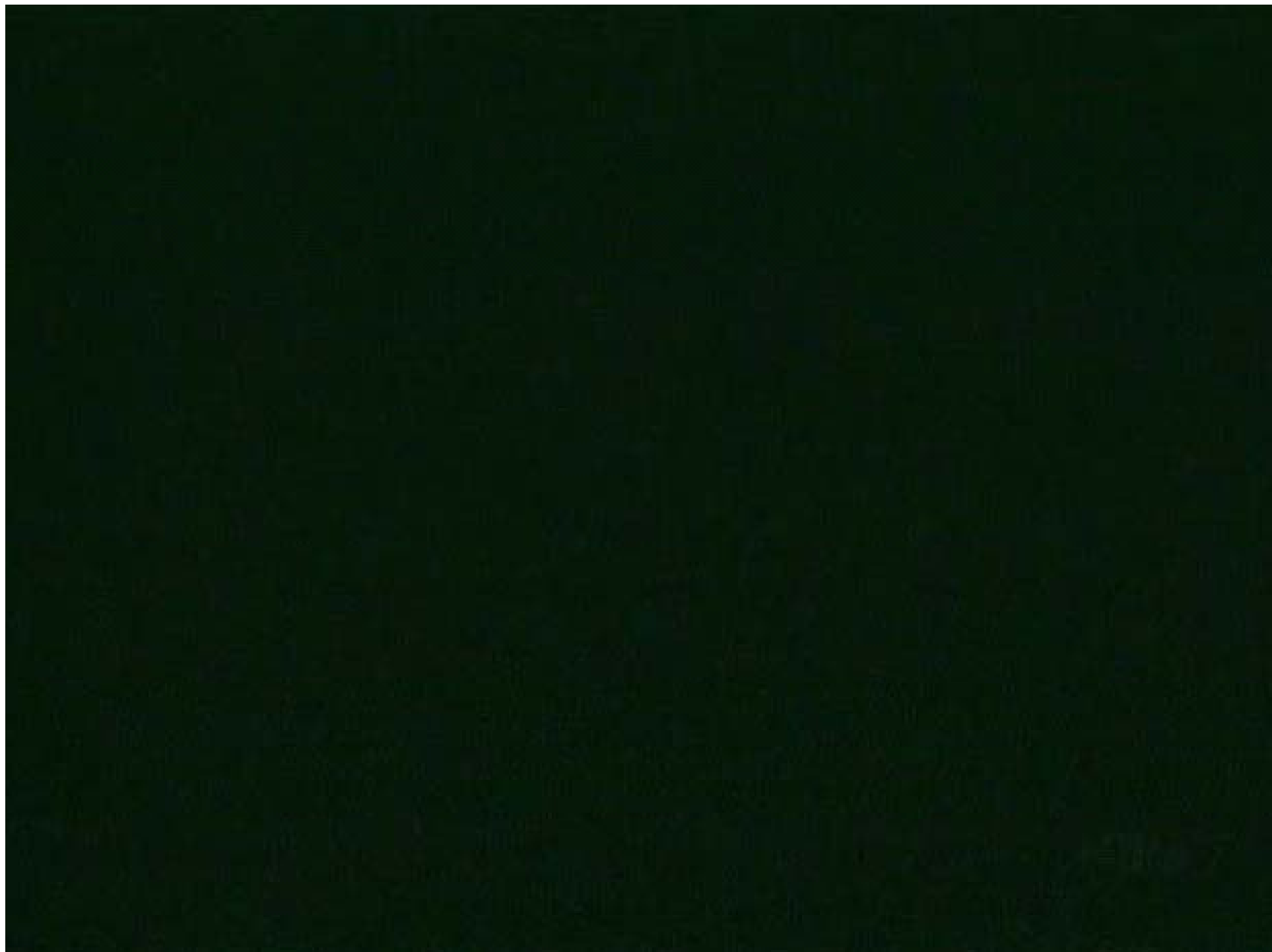
Source: Centers for Disease Control, Center for Retirement Research at Boston College, US Census, Social Security Administration, Congressional Budget Office, 2010

What Could  
75 Look Like?









# Four Course Corrections

- 1) Re-Set the Markers of Aging
- 2) Promote Lifelong Learning, Productivity and Social Contributions
- 3) Foster Healthy Aging
- 4) Reframe Economic Infrastructure for 21<sup>st</sup> Century Demographics



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