

RSVP to
Rebecca Santana
Rebecca.Santana@atriaseniorliving.com
Or 630.469.5555

This event is located at:

Atria
SENIOR LIVING

ATRIA PARK OF GLEN ELLYN
95 Carleton Avenue
Glen Ellyn, IL 60137
Wednesday, April 18
5-7pm

DINNER AND DRINKS PROVIDED

Senior Care in 2030

The Baby Boomer population is 76 million strong and now retiring at a rate of 10,000 people per day. This huge population swell has been paying into the system and providing care, in many cases, and will now instead take from the system and require care.

This presentation will outline many known demographic challenges that will disrupt our current models of care as we attempt to manage an immense number of seniors even as the pool of available caregivers dwindles. Elder care crises already underway in other countries will be examined to gain insight into the challenges we may face. Potential new models of care will be explored, as will the push for technology that may allow seniors to remain independent a little longer when there is no human caregiver available to help them.



Martha Kern is Chief Marketing Officer for Lifecare Innovations, Inc. Martha is a frequent speaker/writer on issues impacting the elderly and disabled, and has been with Lifecare Innovations since 1999. During this time, she has played multiple roles, from working in the field with clients to launching both the caregiver and property services programs. She has served as Chief Marketing Officer since 2010.

