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Mark Your Calendars

Date: 11/13/18

Topic: Senior Care in 2030: What Trends and Demographics Tell Us About the Future

Sponsor: [Brightstar Care](#)

Location/Time: Riverwalk Adult Day Center, 305 W. Jackson, Naperville, IL / 5:00-6:00 PM

Contact/Registration: email contactus@lcius.com

Date: 11/14/18

Topic: Fear of Falling: New Frontiers in Senior Fall Prevention

Sponsor: [Cedarhurst Assisted Living and Memory Care](#)

Location/Time: Cedarhurst, 3333 75th Street, Woodridge , IL / 8:30-10:00 AM

Contact/Registration: email contactus@lcius.com

Date: 12/5/18

Topic: The Secrets They Keep: The Innermost Fears, Facts and Feelings Seniors Don't Share and How to Address Them

Sponsor: [Cedarhurst Assisted Living and Memory Care](#)

Location/Time: Cedarhurst, 3333 75th Street, Woodridge , IL / 8:30-10:00 AM

Contact/Registration: email contactus@lcius.com

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Senior Living Options Set to Take on a New Attitude

Models of senior living are primed for change.





Much has evolved culturally, economically, socially and technologically over the past decade or two, and Baby Boomers, active participants in much of that change, will be seeking senior living options that cater to modern tastes, specifically *their* tastes.



Senior living providers will face a challenge as they continue to serve the Greatest Generation and simultaneously hope to appeal to the upcoming Baby Boom Generation.

Here are a few hot trends to watch for as the very large senior living market changes gears:

- **Micro-apartments**, designed for younger residents, are unexpectedly attracting senior users. The units are fully furnished and offer hotel-like amenities such as weekly housekeeping services, linens and towels, and regularly replenished toiletries. Ollie is one such company offering this living model in New York City. Units are small but positioned in culturally-rich, service-heavy areas. The 55+ demographic has shown a strong inclination to rent rather than own a home, posting a 28% increase in the number of renters in this age group between 2009 and 2015. [Continue Reading](#)

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Medicare Options - It's Time for a Check-Up

Medicare's Open Enrollment period is upon us -- between **October 15 and December 7, 2018**, Medicare beneficiaries can make a change to their coverage and perhaps improve access to doctors or find relief from expensive prescription costs.

Lifecare Innovations is offering Medicare coverage "check-ups" during this critical time window. We can work with clients to determine if any of the following actions would help save money or improve access to providers and prescription medications:

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My Life is a Struggle but I Don't Want Help: Senior Resistance to Change and Care

Shay Jacobson, RN, MA, NMG, LNCC, CNLCP
Martha Kern



"I'm fine! I don't need any help."



"I have a driver's license and I'm not giving up my keys!"

Almost everyone who has approached a client or elderly family member about the possibility they may benefit from [caregiver support](#) or a facility placement has heard these exclamations.

The near universality of these objections seems to indicate there are fears, misconceptions and mindsets that beset the elderly and create in them a staunch position of defiance where care is concerned. No matter how difficult their struggle, no matter how lonely and isolated they have become, they will emphatically insist that all is well.

If we are to understand and address the phenomenon of senior resistance, we must first try to understand the experience of being elderly.

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Sincerely,

Martha Kern, Chief Marketing Officer

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