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**Chiropractic News**

October 2008



**Aging Experts Say United States is Heading Toward a "Senior Tsunami"**

With an expected population of 70 million boomers by 2030, aging experts say the United States is heading toward a Senior Tsunami — one our present healthcare system simply can't handle. What's more, older Americans say they fear loss of independence and nursing home care far more than death — with more than 90 percent of boomers wanting to age in their own home. (Source: AARP, No Place Like Home: AARP's View on Livable Communities, September 2005)

Thanks to a unique partnership marrying innovative universal design, health, wellness and social technologies, and green living, the first-of-its-kind Eskaton National Demonstration Home project and research center in Roseville, California offers a glimpse into the future of aging — one where independence is key.

Until now, our options were limited, explains Eskaton Senior Residences and Services CEO Todd Murch. It's our hope that the National Demonstration Home project and research center will change the future of aging.

By offering proactive design solutions, empowering technologies and cost-efficient green living features, we are creating livable environments that support what older Americans value most — their independence and dignity, Murch says.

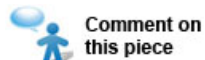
Eskaton Senior Residences and Services will be unveiling the home and research center Thursday, October 23. Aging experts, policymakers, technology leaders, and seniors and their families currently using universal design, and health and wellness technologies will be in attendance to talk about this innovative project.

The Eskaton National Demonstration Home Additional Information

According to AARP, the cost of nursing home care in California is almost \$90,000 per year. Assisted living care is over \$30,000 per year. Many aging Americans and their families simply can't afford the care associated with growing older in today's world.

Source: Cost estimates were provided by the AARP Public Policy Institute who generated average costs for the markets surveyed in the MetLife Survey of Nursing Homes and Home Care Costs (September, 2006) and the MetLife Market Survey of Assisted Living Costs (October, 2006)

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Å  
 Aging America will ultimately transform politics and how it affects retirement and healthcare, forcing us to rethink our present healthcare and service delivery system. The Eskaton National Demonstration Home is one step in redefining and rethinking how America will age in the future.

Å  
 The number of Americans over age 65 will double from today's 35 million to 70 million by 2030. The majority says they want to continue living in their homes indefinitely - regardless of the physical and healthcare challenges this may eventually present.

Source: AARP, No Place Like Home: AARP's View on Livable Communities, September 2005

Å  
 Combining universal design, health, wellness and social technologies has the opportunity to reduce healthcare and costs associated with traditional nursing home care, saving millions of dollars and providing older Americans with something even more valuable - their independence.

Eskaton  
 Theresa Hong, 916-447-8186



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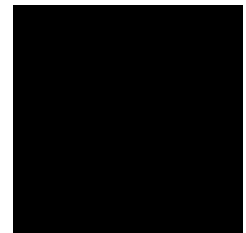


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