



theideal
consultancy

the interface between care
and retirement living
lessons from the trenches

louise greene

director business improvement

motivators

prospective residents push & pull factors for RV decision are maintaining independence and ageing in place

RV operators - return on investment - driven by occupancy - driven by marketability, reputation, relative competitive position and value proposition of village

RV residents - want to age in place
Financial considerations

village staff - resident well being and satisfaction - often the meat in the sandwich

families - expectation that village was for life

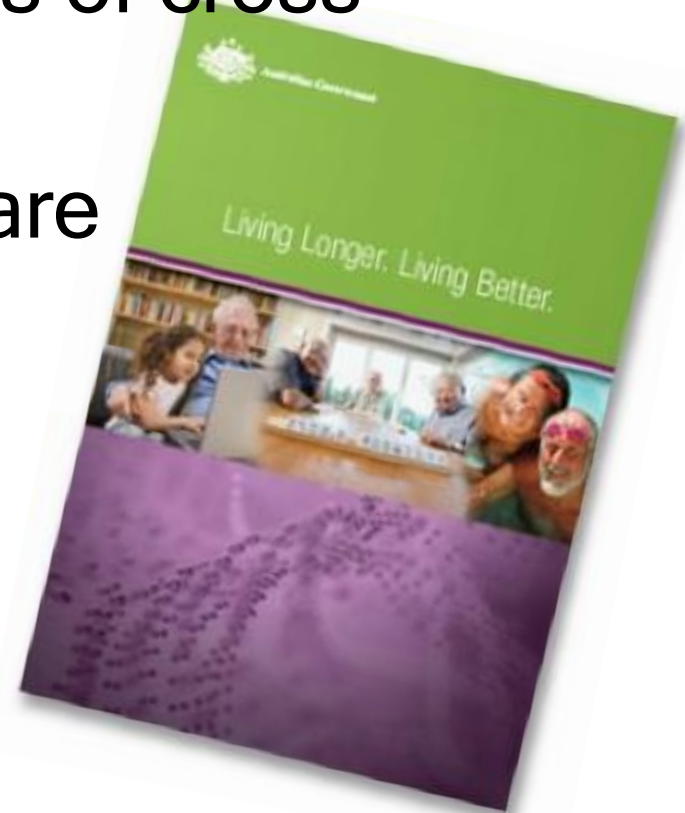
other health care professionals - struggle with what a village really is and what it offers

home care package providers - leverage of parts of business, economies of scale,

private service providers - business opportunity, economies of scale, captive market

living longer living better

- individualized budgets - loss of cross subsidization
- consumer contribution to care
- consumer directed care
- capital contribution for residential aged care
- the Gateway



who lives in a retirement village

- nationally 5% of those aged 65+ years live in RV
- average entry age 73- 81 years
- average age 79 years



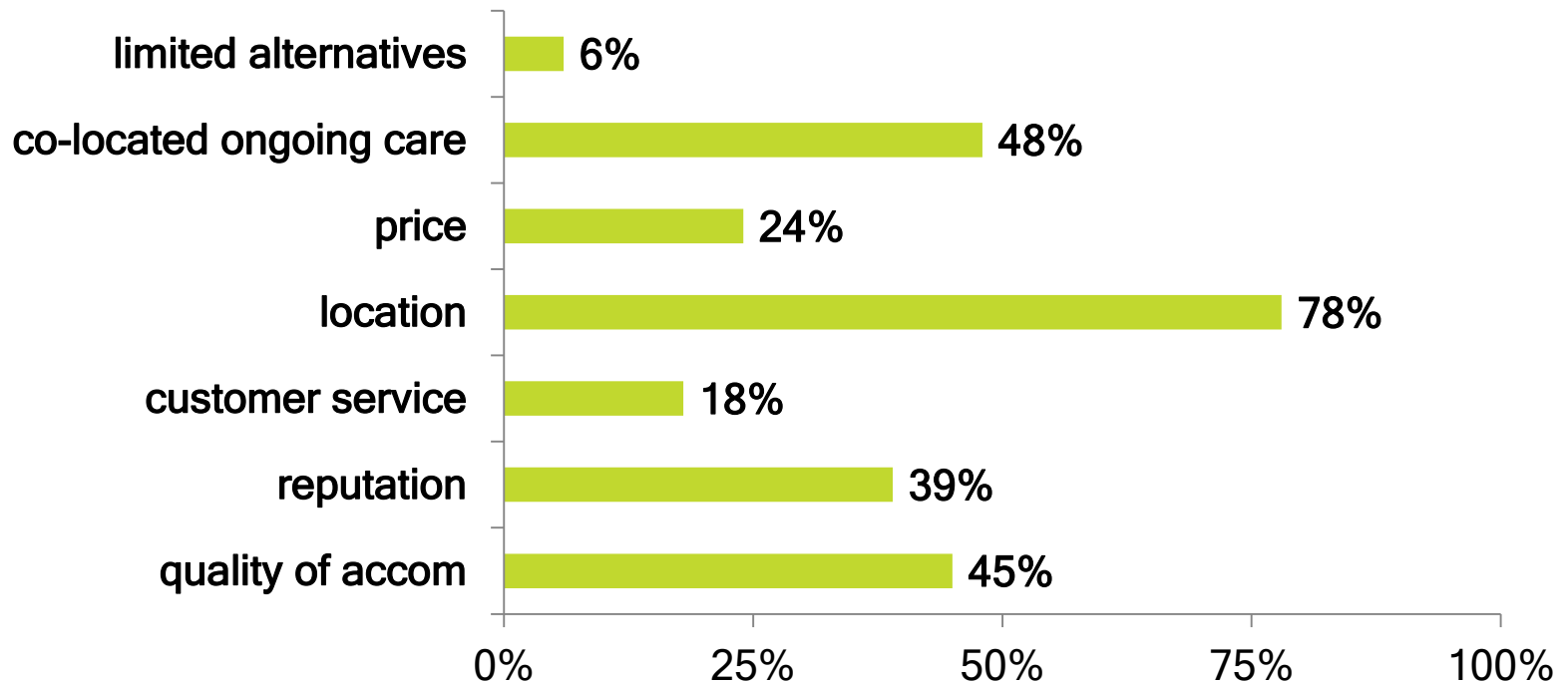
who uses aged care

per 1,000 people

age	residential care	community low care	community high care
<65 years	0.3	0.1	-
65-69	5.6	2.2	0.8
70-74	12.7	5.2	1.6
75-79	29.2	10.8	3.1
80-84	72.3	23.1	5.6
85+	216.9	42.0	9.6

Source: AIHW & DoSS

factors influencing RV choice



village life - influencing well being

retirement living:
a poor financial decision
but
a great lifestyle choice

independent living

physical incapacity
versus
cognitive issues

care options

formal aged care services	private purchasing from external provider
private purchasing form RV	service provision as part of RV arrangement

care creep



grey areas

- in the lack of a clearly articulated support mechanism
 - assistance with personal care and medication management with no protocols
 - lack of referral to formal services
 - lack of credentialing and monitoring of care giver skills
 - risk management & WHS issues
 - processes are not scalable

recommendations

- clearly articulate independent living in your RV
 - understand your village residents needs
 - understand the local service sector
 - understand your business objectives

extra care

- british model
- home for life
- focus on the facilitation of access to services and care
- works in range of socio-economic settings
- focus on well being and service access

erikson living

- US
- focus mid income earners
- health and wellness services
- focus on ensuring access to available care services
- multiple funding mechanisms

the future starts now

australia could create the 'care sorter' role

thank you.



theideal
consultancy

contact us:

1300 179 675

louiseg@theidealgroupp.com.au

twitter @IdealGrp

www.theidealgroupp.com.au