PARKS ASSOCIATES

Taking Care of the Elderly Through Digital Technologies

By Harry Wang, Senior Analyst 3Q 2008

Synopsis

This report analyzes how technology can be used to monitor the fragile and elderly population both in their homes and long-term care facilities. It first analyzes the market needs and interest in aging-at-home technologies, assesses the readiness of the technology itself, followed by close examination of service sectors and potential payment models. The report concludes with forecasts and recommendations for new market entrants.

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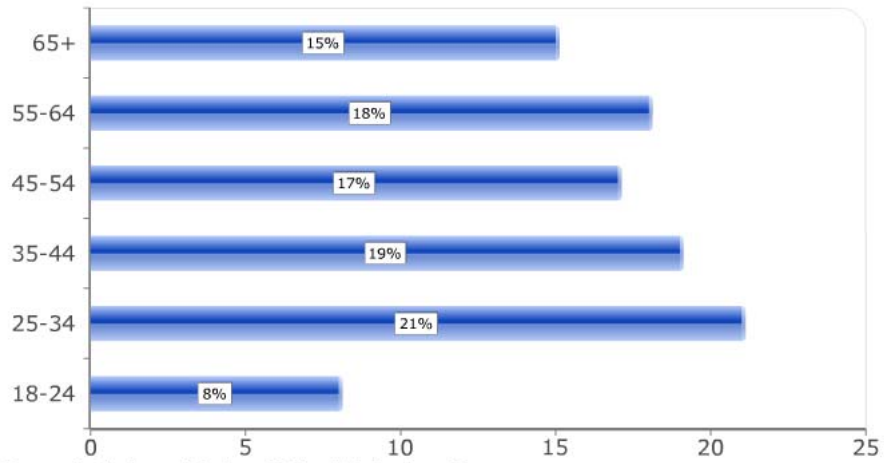
Percentage of Respondents Taking Care of Their Loved Ones



Source: Preliminary data from *National Technology Scan*, a telephone survey of 860 U.S. residents in April 2008
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"Technology has advanced home-based eldercare to a whole new level, but potential beneficiaries are still unaware of it," said Harry Wang, analyst from Parks Associates. "There is this demand gap to fill, but a technology-stamped eldercare model has to weave through many hidden business risks to truly put the power of technology into seniors' hands."

Contents

The Bottom Line is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.

A Parks Associates' **Resource Book** contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

The Bottom Line

1.0 Notes on Methodology
- 1.1 Definitions
- 1.2 Methodology
- 1.3 Scope of Report

2.0 The Generational Burden
- 2.1 The Elderly Get Older
- 2.2 The Sandwiched Generation
- 2.3 The Resource Crunch—Institutional Long-term Care Market
- 2.4 To Age at Home

3.0 Analysis of Technology for Eldercare
- 3.1 Sensor Technology
- 3.2 Home Networking Technology
- 3.3 Medical Device and Software
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4.0 Living Independently—the Service Aspect
- 4.1 Personal Emergency Response System (PERS) Service
  - 4.1.1 Emergency Monitoring
  - 4.1.2 Behavioral Tracking
- 4.2 Chronic Care Management at Home
- 4.3 Retirement Communities: Market Opportunity?

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4.4 Monitoring the Elderly at a long-term Care Facility

5.0 Revenue Model and Business Plan Discussion
5.1 Out-of-Pocket Pay: Drivers and Barriers
5.2 Insurance Coverage: Perception and Requirements
5.3 Private Pay and Reimbursement Medley: Any Chance?

6.0 Market Forecasts and Implications

Resource Book

1.0 Consumer Data and Industry Background
1.1 The Senior Population and Their Health Conditions
1.2 Overview of the Eldercare Market

2.0 Company Profiles
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2.2 American Medical Alarms, Inc.
2.3 American Medical Alert Corporation
2.4 CareGuide
2.5 Dovetail Health
2.6 IgeaCare Systems Inc.
2.7 iMetrikus
2.8 Life Alert Emergency Response, Inc.
2.9 Link to Life
2.10 Living Independently Group, Inc.
2.11 Medical Alarm Concepts
2.12 Personal Response Corp.
2.13 Philips Lifeline
2.14 ResponseLink (subsidiary of Pacific Pulmonary Services Corp.)
2.15 Tunstall
2.16 ViTelNet /ViTelCare

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U.S. Seniors' Exercise Frequency
Percentage of Senior Households with Fitness Club Membership
Summary Table: Technologies Offered by Companies Profiled in the Report

Attributes

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