

CGP Presentation at ASCP 2007, Philadelphia


 STACKPOLE & Associates, Inc.

Commission for Certification in Geriatric Pharmacy



presented by
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Goals

- **Leveraging the CGP Asset**
 - **The influence of “Authority”**
- **Exploring the Opportunities**
 - So how can I take advantage of what I know, what I have (the CGP) and what's happening out there?

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Who are our markets?

- **Employers**
 - Pharmacies, especially IPS providers
 - SNF / LTC providers
 - MCOs
 - PBMs
 - PDPs
 - Other TLAs
- **Employers buy brand “you” because of ROI**

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Who are our markets?

- Consumers and their adult advisers
 - Targeting
 - Who are they?
 - +/- 30% of US households are caring for an aged person
 - Where are they?
 - The consumer is often in a different marketplace (location) than the adult adviser
 - FL experiencing a significant shift with out migration ↑
 - The southwestern states, led by NV and NC & SC and parts of GA experiencing significant ↑ of in migration

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We know the demographics

"Graying" of U.S. population ("Baby Boom" 1946-1964)

65-Plus Population, by Year

Year	Population
1980	10,000
1985	12,000
1990	15,000
1995	18,000
2000	22,000
2005	28,000
2010	35,000
2015	42,000
2020	50,000
2025	60,000
2030	70,000
2035	80,000
2040	85,000
2045	88,000
2050	90,000

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The Hidden Wrinkle in Demand


Year	Projected Change Percentage of Older Cohorts 75 - 84	Projected Change Percentage of Older Cohorts 85+
2000	5%	15%
2005	0%	15%
2010	5%	15%
2015	10%	10%
2020	15%	10%
2021	25%	10%
2025	20%	15%
2026	20%	20%

Year →

Birth Year →

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What does this mean?

- The youngest depression era child today is 79
- Person 21 yoa in 1929 is now 99
- Depression era children and teens dominate our consumer groups (75+ age cohorts)
- The "silent" vs. the "GI" generation
 - "Need" eclipsed by "want"
 - Willing to spend out of pocket on "want"
 - Distinctiveness (I have this, and you don't) is valued
- The adult advisers put school decals on their SUVs


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What does this mean? (cont'd)

- Adult female advisers are HUGE market
 - Age & Gender: Females 35 – 64 are the drivers
 - Asset; They own, or are co-owners of, ~\$25 Trillion in real estate
 - Heirs: They will inherit that largest transfer of assets in world history ~ \$60 -63 Trillion
 - Women outlive their husbands.. (we did know this, right?)
 - Income: Females' income qualifications are almost irrelevant: They are "market makers"
 - Location: 25 major metropolitan areas cover > 50% of the US population

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What does this mean? (cont'd)

- Adult female children are HUGE market
 - Female decision makers dominate the healthcare landscape
 - They are well educated, well networked, work the internet, and are very savvy consumers
 - Think: E-Bay
- What is / are their decision patterns?
 - Value
 - Not price alone but value
 - Testimonials
 - Assurance
 - The evidence that you can do what you offer

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Channels Customers & Consumers

- Skilled Nursing Facilities
- Assisted Living Residences
- Group Homes
- Home Health Care / Infusion Therapy
- Hospice
- Home care / companion services


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Adult Lifestyles Communities

- "Active Lifestyle" Communities
- Approximately 60,000
- Threshold: 55-62 Years of Age
- Moderate Consumption; Retail Model

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Board and Care

- A.K.A. "Foster Care," "Adult Foster Care"
- Provide Little Direct Help or Personal Care
- Approximately 34,900
- Prescription and Non-Prescription Medicines, Continence and Wound Supplies
- Oxygen and Mobility Devices

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Group Homes/ Residential Schools

- Single Family Residential Structures
- Approximately 35,000
- Occupancy: Unrelated Persons With Developmental Disabilities
- Prescription, Non-Prescription Medications
- Contenance, Wound Care Supplies, and Mobility Devices, ADL Equipment.


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Independent Living

- Adapted Housing for those not Dependent on ADLs
- "Independent Living Communities"
- Estimated 30,000- 50,000 Properties
- Moderate Consumption; Retail Model

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Assisted Living

- Congregate Buildings where Elderly Residents Receive Assistance with ADL and IADL
- 36,451 Licensed Assisted Living Facilities in U.S.
- 1,000,000 Residents
- Consume many Medications, Contenance Care Supplies, Oxygen and Mobility Devices

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Specialized Assisted Living

- Serve persons with Alzheimer's and Related Disorders
- Indeterminate Number of Specialized ALFs
- Product and Services Required Similar to ALFs

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Skilled Nursing


- SNF = Attractive Market for IPS
- < 16,000 SNFS in U.S.
- 1.6 Million Residents

Medications Per Year

Residents	Rx/pt./mo.	Rx/mo.	Rx/year
1,600,000	11	17,600,000	211,200,000

- Medication Market estimated \$12- \$13 billion

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Why Should They Buy From You?

- As a CGP you possess unique knowledge
 - As a certified geriatric pharmacist, my clients appreciate the distinct knowledge I have regarding their pharmacy needs
 - Certified Geriatric Pharmacists are up to date on medications and treatments that affect persons of age.
 - You can take a deep breath and forget about the difficulty of managing your medicines.
 - After all, what's more important than your mother's health?

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Today's seniors are tough!




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Today's seniors are adventurous!



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And they know how to rock!



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And they love to play jokes!



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(Cheap Subliminal Suggestion)



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