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?

Who are our markets?

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

We know the demographics

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

65-Plus Population, by Year

The Hidden Wrinkle in Demand

Projected Change
Percentage of Older Cohorts 75-84
Projected Change
Percentage of Older Cohorts 85+

Year →
Birth Year →
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

What does this mean? (cont’d)

- Adult female advisers are HUGE market
  - Age & Gender: Females 35 – 64 are the drivers
  - Assets: 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

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
Channels Customers & Consumers

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

Adult Lifestyles Communities

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

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
<table>
<thead>
<tr>
<th>Group Homes/ Residential Schools</th>
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</thead>
<tbody>
<tr>
<td>Single Family Residential Structures</td>
<td></td>
</tr>
<tr>
<td>Approximately 35,000</td>
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<tr>
<td>Occupancy: Unrelated Persons With Developmental Disabilities</td>
<td></td>
</tr>
<tr>
<td>Prescription, Non-Prescription Medications</td>
<td></td>
</tr>
<tr>
<td>Continence, Wound Care Supplies, and Mobility Devices, ADL Equipment</td>
<td></td>
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</tbody>
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<table>
<thead>
<tr>
<th>Independent Living</th>
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<tbody>
<tr>
<td>Adapted Housing for those not Dependent on ADLs</td>
<td></td>
</tr>
<tr>
<td>“Independent Living Communities”</td>
<td></td>
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<tr>
<td>Estimated 30,000-50,000 Properties</td>
<td></td>
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<tr>
<td>Moderate Consumption; Retail Model</td>
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</table>

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<thead>
<tr>
<th>Assisted Living</th>
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<tbody>
<tr>
<td>Congregate Buildings where Elderly Residents Receive Assistance with ADL and IADL</td>
<td></td>
</tr>
<tr>
<td>36,451 Licensed Assisted Living Facilities in U.S.</td>
<td></td>
</tr>
<tr>
<td>1,000,000 Residents</td>
<td></td>
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<tr>
<td>Consume many Medications, Continence Care Supplies, Oxygen and Mobility Devices</td>
<td></td>
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</table>
Specialized Assisted Living

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

Stackpole & Associates, Inc.

Skilled Nursing

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

Medications Per Year

<table>
<thead>
<tr>
<th>Residents</th>
<th>Rx/patient</th>
<th>Rx/mo.</th>
<th>Rx/year</th>
</tr>
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<tbody>
<tr>
<td>1,600,000</td>
<td>11</td>
<td>17,600,000</td>
<td>211,200,000</td>
</tr>
</tbody>
</table>

- Medication Market estimated $12-$13 billion

Stackpole & Associates, Inc.

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?

Stackpole & Associates, Inc.
Today's seniors are **tough**!

Today's seniors are adventurous!

And they know how to rock!
And they love to play jokes!

(Cheap Subliminal Suggestion)