

# AGING WELL: NAVIGATING THE “NEXT NORMAL”

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AGING





POLL

# CAN WE LIVE BETTER LONGER?



The National Institutes of Health (NIH) established the **Inclusion Across the Lifespan Policy** in January 2019 to expand representation of **older adults** and children in clinical research. The **policy** requires NIH studies to include individuals **across the lifespan** and to justify age-based exclusions.

**OUR BRAND  
PROMISE:  
A BETTER LONGER  
LIFE**

Multi-generational

Medical spa resort CCRC Lite

Wellness community Tiny

Pocket neighborhoods Middle market homes

Co-housing Villages

Active Adult overtakes Memory care

Communal living

Intergenerational

**WE HAVE MUCH GREATER  
HUMAN POTENTIAL THAN  
EVER THOUGHT POSSIBLE.  
WE NEED TO REALIZE IT,  
EMBRACE IT, DISCOVER IT,  
AND UTILIZE IT.**

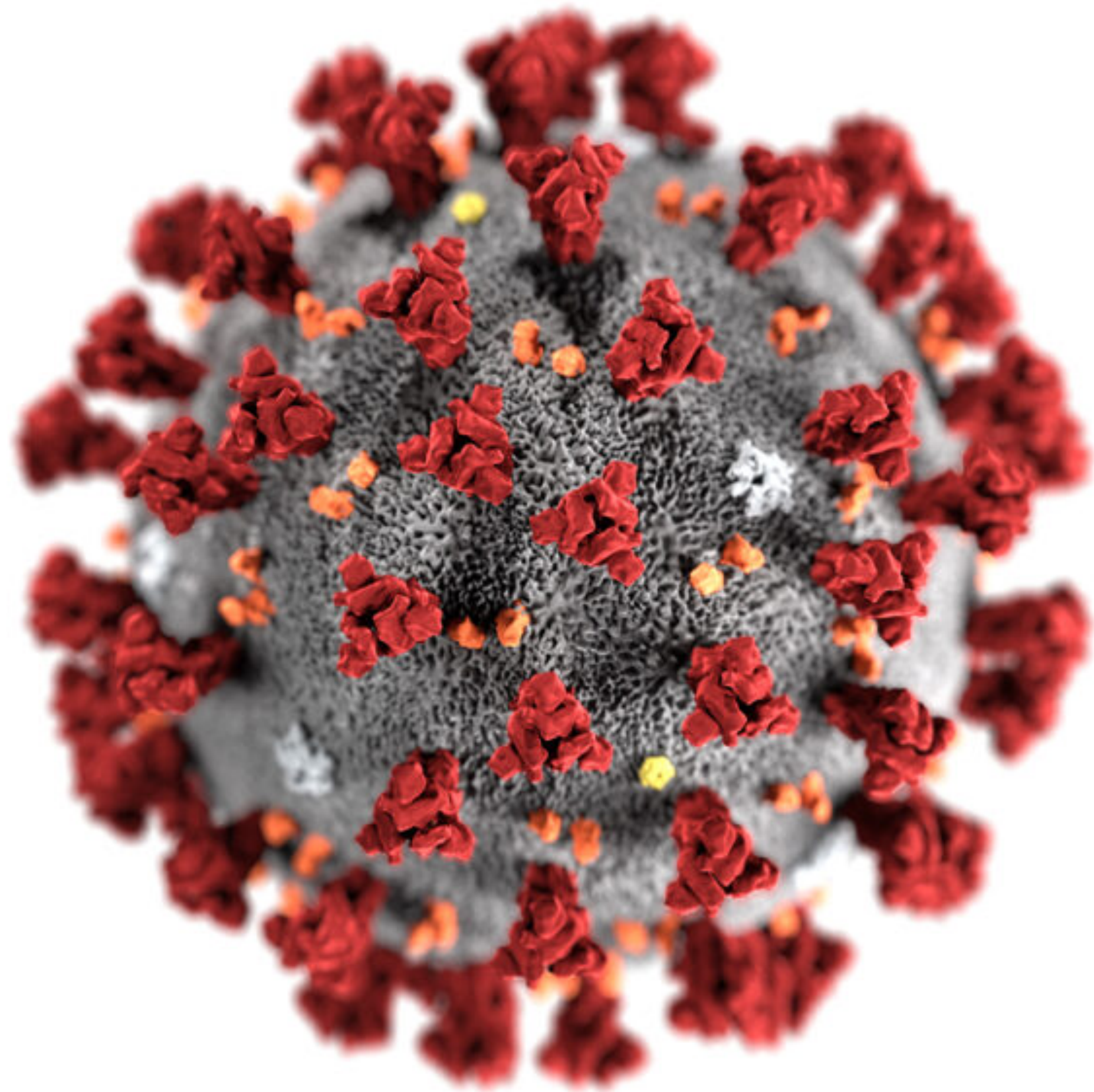
**“THE GREATEST BARRIER TO  
CREATING A BETTER, LONGER  
LIFE IS HOW WE CURRENTLY  
CONCEIVE OLD AGE.”**

JOSEPH F. COUGHLIN,  
DIRECTOR, MIT AGE LAB



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**COGNITIVE DECLINE**  
**ADDICTION**  
**REDUCTION IN PHYSICAL ABILITIES**  
**LONELINESS**  
**INDEPENDENCE**  
**SOCIAL ISOLATION**  
**FEAR**  
**MENTAL HEALTH ISSUES**

**BRAND PROMISE OF A  
BETTER LONGER LIFE IS  
STARTING TO ERODE!**



**PIVOT.**





# REIMAGINE OUR BRAND PROMISE



WHERE TO START? ONE WORD:  
**RECLAIM**

**COGNITIVE DECLINE**  
**REDUCTION IN PHYSICAL ABILITIES**  
**INDEPENDENCE**  
**SOCIAL ISOLATION**  
**FEAR**  
**ADDICTION**  
**LONELINESS**  
**MENTAL HEALTH ISSUES**

**TWO WORDS**

**ASPIRATION AND ACCESS**



**NEW MODELS DRIVE:**

**NEW RULES**

**NEW INDUSTRIES,**

**NEW PROGRAMS,**

**NEW PRODUCTS,**

**NEW EDUCATION,**

**NEW PLACES.**

**“THE FIRST THING THAT INNOVATION  
DEMANDS ISN’T A NEW TECHNOLOGY  
OR NEW PRODUCT, OR EVEN A NEW  
EXPERIENCE, BUT A NEW LANGUAGE”**

JOSEPH F. COUGHLIN, DIRECTOR, MIT AGELAB



# WELLNESS ISN'T A LUXURY



**CREATE A PERSON-  
CENTERED APPROACH TO  
ALL ASPECTS OF YOUR  
ORGANIZATION**

WELLNESS OFFERS AN  
INTEGRATED APPROACH TO  
PERSON CENTERED SOLUTIONS



## RISE IN PRECISION SELF-CARE

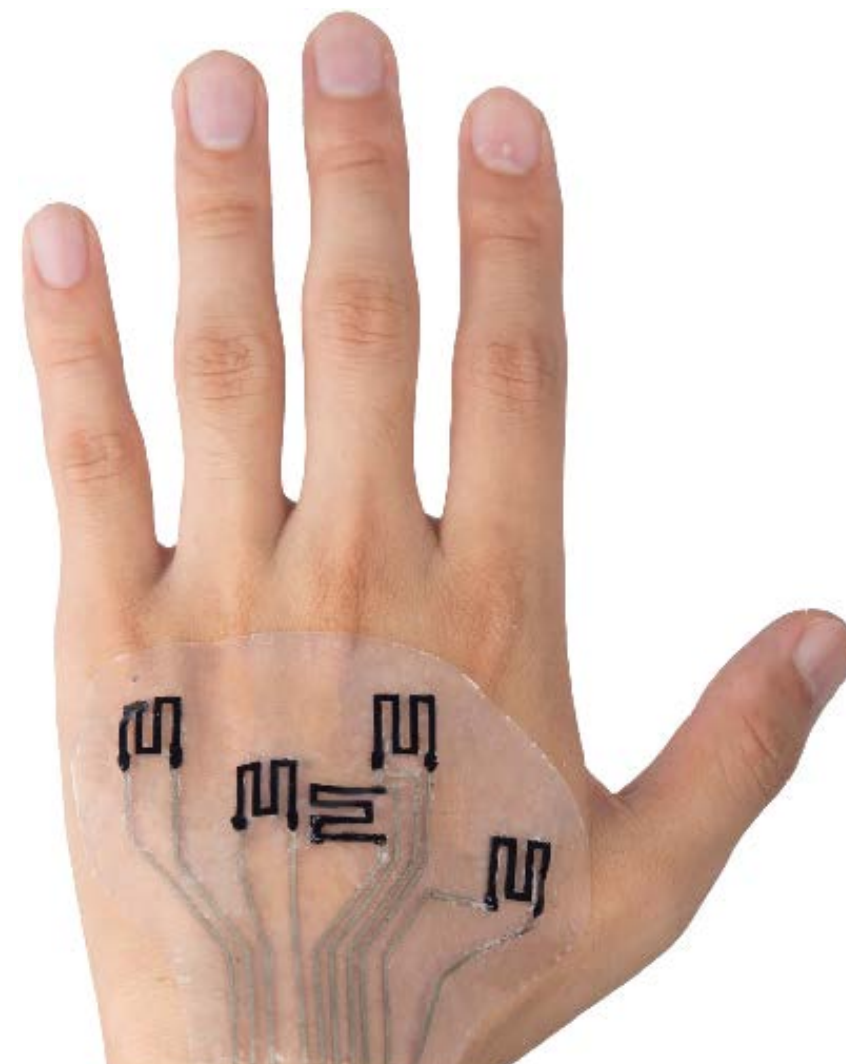
## TOOLS FOR IN-REAL TIME INFORMATION



## FLEXIBLE ELECTRONICS: \$8.3 BILLION BY 2030

### ELECTRONIC SKIN PATCHES: CARDIOVASCULAR MONITORING AND DIABETES MANAGEMENT;

SOURCE: IDTECHEX (MAY 2020). FLEXIBLE ELECTRONICS IN  
HEALTHCARE 2020–2030



# UNPACK THE WORD COMMUNITY



OPPORTUNITY: LONG LASTING SHIFT...HYBRID



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THE WORLD'S BEST BUILDING IN 2018: RETIREMENT VILLAGE KAMPUNG ADMIRALTY IN SINGAPORE







**“A NEW MODEL IS  
CHALLENGED FROM THE  
OUTSET WHEN IT’S  
IMPLEMENTED WITH  
DATED THINKING.”**

COLIN MILNER, CEO, INTERNATIONAL COUNCIL  
ON ACTIVE AGING



# THANK YOU

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