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Elder Care Services

US Industry Study with Forecasts for **2011 & 2016**

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Elder Care Services

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Advances will be driven largely by demographic changes such as the increasing life expectancy of all age groups and the entering of the large "baby boom" generation into their retirement years.

US demand to grow 6.6% annually through 2011

Revenues for elder care services are expected to increase 6.6 percent per year to $264 billion in 2011. Advances will be driven largely by demographic changes. Medical advances and trends toward healthier lifestyles are increasing the life expectancy of all age groups and contributing to the rising number of individuals in the older population segments. Such gains are augmented by the large, post-World War II "baby boom" generation that will be entering their retirement years. Elder care services will be spurred by the growing number of older adults who either do not have family members who are able to care for them, or simply prefer using professional care. Growth will also stem from the rising cost of providing care on a per capita basis.

Home health care to be fastest growing segment

In 2006, skilled nursing facilities accounted for the largest share of elder care service revenues with 46 percent. However, the fastest growth is expected in the home health care segment where gains will be driven by the growing number of older adults who choose to have nursing care brought to them, as well as the increasing use of home- and community-based Medicaid waivers to pay for care away from more expensive institutional settings. Other elder care services, including continuing care communities, assisted living facilities and

US Elder Care Service Revenues
($264 billion, 2011)

social services (e.g., adult day care, companion services and non-medical home care services), will also post strong gains.

Private insurance to lead gains in payment sources

Medicaid was the largest source for elder care service revenues in 2006 with 34 percent, including almost half of the revenue of skilled nursing facilities. However, outlays from private insurance are expected to grow the fastest among payment sources as a greater number of older adults purchase long-term care insurance coverage and claim benefits from these policies. Medicare expenditures are also expected to increase rapidly as the size of the eligible population increases. However, Medicare and Medicaid reimbursements are subject to changes in reimbursement rates and payment structures that could result from government policy shifts and budgetary pressures. Out-of-pocket payments continue to be important, particularly in continuing care, assisted living and social services, which are primarily funded by private resources. Additionally, such payments will be supported by the need to pay for at least some elder services through plans with co-payments and deductibles. Other payment sources include charitable donations, private grants and other government resources such as the US Veterans' Administration.

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Sample Text,
Table & Chart

TABLE V-3

MEDICAID PAYMENTS FOR ELDER CARE SERVICES
(million dollars)

Item	1996	2001	2006	2011	2016
Population 65 Years & Over (million)					
000$ services/person 65 & over					
Medicaid Payments for Elder Care Se					
Skilled Nursing Facilities					
Home Health Care Services					
Continuing Care Facilities					
Social Services					
Assisted Living Facilities					
% Medicaid					
Elder Care Services					

SAMPLE TABLE

REGIONAL MARKETS

Midwest

The Midwest region, which consists of the East North C linois, Indiana, Michigan, Ohio and Wisconsin) and West No (Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakot Dakota) subregions, has some areas still experiencing the aft the 2001 recession, when manufacturing led the US economy cline. As real output in manufacturing steeply declined, both and the nation experienced layoffs and net job losses. In the region, manufacturing accounts for a higher share of econom ity than in the US overall. As manufacturing jobs and incom to shrink as a share of the national and regional economies, overall economic growth in the Midwest will not fare well in comparison to the national average. Through 2011, economic activity is expected to decelerate in the region, and the growth rate will continue to be slower than that in all other regions. Population growth is expected to advance at a below-average pace, a continuation of the 2001-2006 trend. As with the Northeast region, the Midwest is losing residents to the Sunbelt regions of the West and the South.

In 2006, the Midwest had the second largest population aged 65 and older, with 8.4 million. This region also had the second largest share of its population aged 65 and older with 12.7 percent in 2006. Although the Midwest's population aged 65 and older had been declining as a share of total population since 1996, that trend is expected to reverse over the forecast period.

This shift is expected to benefit revenues for elder care services in the Midwe percent per year through 2011 to $ by the growing number of retirees warmer climates or had a part-time Midwest permanently as their care es. This trend is driven

SAMPLE TEXT

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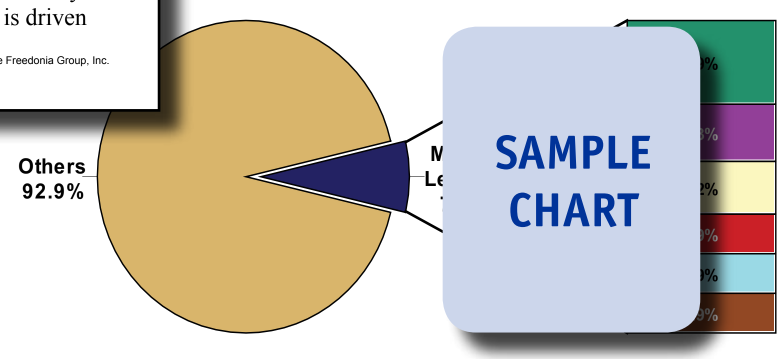
CHART VII-1

DER CARE SERVICE MARKET SHARE, 2006
($192 billion)



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Sample Profile, Table & Forecast

TABLE III-1

ELDER CARE SERVICE REVENUES BY SERVICE TYPE (million dollars)

Item	1996	2001	2006	2011	2016
Population over 65 (million)					
000$ services/person 65 & over					
Elder Care Service Revenues					
Skilled Nursing Facilities					
Home Health Care Services					
Continuing Care Facilities					
Social Services					
Assisted Living Facilities					
000$/employee					
Elder Care Service Employees (000)					

SAMPLE TABLE

COMPANY PROFILES

Atria Senior Living Group Incorporated
401 South Fourth Avenue, Suite 1900
Louisvil
502-779
http://w

Annual
Employ)

Key Ser zheimer's care and
respite s

SAMPLE PROFILE

Atria Senior Living Group is an operator of retirement and assisted living centers designed for seniors who need assistance with daily activities, but do not require skilled nursing care. The Company is privately held.

The Company participates in the US elder care services industry through the operation of senior housing facilities that provide independent and assisted living, Alzheimer's care and respite stay services. The majority of the Company's revenues are generated from private pay sources; however, Medicaid accounts for about 15 percent. Atria Senior Living Group's independent living facilities offer residents a variety of activities that incorporate spiritual, cultural, educational and physical components. These activities are offered through the Company's ENGAGE LIFE program. Residents in the Company's independent living facilities also receive such basic services as housekeeping, scheduled transportation and meals.

Assisted living facilities operated by Atria Senior Living Group are designed for seniors who need assistance with certain activities of

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"Elder care service revenues for for-profit entities are projected to increase 6.7 percent per year to $165.5 billion in 2011. Advances will be driven by the growing shift of some types of elder care services, particularly home health care agencies and skilled nursing facilities, away from operating as an off-shoot of a nonprofit hospital into operation as a stand-alone, for-profit entity. Gains will also be propelled by the growing acceptance of newer types of service, such as continuing care communities."
--Section IV, pg. 94

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Other Studies

Pet Health: Products & Services

Total US spending on pet health products and services will grow 7.1% yearly through 2011. Services such as veterinary care, lab testing and pet insurance will outpace products. Dietary supplements will be the fastest growing product as pet owners look for ways to improve the health and lengthen the lifespans of their companion animals. The study analyzes the $21 billion US pet health industry, with forecasts for 2011 and 2016 by product, condition and animal. It also details market share and profiles major players.

#2289 .... 02/2008..................... $4500

Infection Prevention Products & Services

US demand for infection prevention products and services will grow 4% annually through 2011, driven by efforts to combat healthcare-acquired infections. Services will outpace supplies and equipment. Among products, surgical drapes and gowns will remain dominant while waste disposal and sterilization supplies will lead gains. This study analyzes the $13.8 billion US infection prevention industry, with forecasts for 2011 and 2016 by type and market. It also evaluates market share and profiles major players.

#2234 .... 08/2007..................... $4400

Commercial & Residential Cleaning Services

US commercial and residential cleaning service sales will grow 5.3% annually through 2011. Gains will be driven by the shift toward "do-it-for-me" cleaning services in the residential market, and by the outsourcing of noncore functions in the nonresidential market. This study analyzes the $48.4 billion US contract cleaning service industry, with historical data and forecasts for 2011 and 2016 presented by service, market and region. The study also evaluates company market share and profiles leading players.

#2191 .... 05/2007..................... $4400

Building Maintenance Services

US revenues for building maintenance services will rise 5.6% annually through 2011, aided by a shift away from "do-it-yourself" to "do-it-for-me" maintenance for businesses and households. The nonresidential market will grow the fastest while swimming pool and building systems services will lead gains by type. This study analyzes the $69.9 billion US building maintenance service industry to 2011 and 2016 by type, market and region. It also evaluates company market share and profiles industry competitors.

#2177 .... 04/2007..................... $4400

Wheelchairs & Other Personal Mobility Devices

US demand for personal mobility devices will grow 5% annually through 2010. The aging population will benefit wheelchairs and related products, especially powered scooters and lifts. Commercial vehicles will lead gains among other devices as golf cars and in-plant personnel carriers are adapted for general commercial use. This study analyzes the $2.4 billion US personal mobility device industry for 2010 and 2015 by product and market. It also evaluates company market share and profiles major producers.

#2112 .... 10/2006..................... $4200

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