



Elder Care: Insights and Developments



As elder care continues to change and grow, it's more important than ever to stay updated on the latest developments. In this edition, we bring you a closer look at the trends shaping the future of senior living, both around the world and here in India. We'll explore the increasing need for assisted living and how it's easing the burden on caregivers, as well as the growing senior living markets in tier II cities. We also touch on how technology is revolutionizing elder care, making life easier and more connected for our elders.

Forbes HEALTH



What is assisted living? Benefits, costs, and requirements

"Nearly 60% of older adults require long-term care, making assisted living a valuable option. Assisted living communities provide assistance with daily activities, such as eating, bathing, and dressing, in a home-like setting. Residents pay monthly rent for private accommodations and additional fees based on care needs. These communities often feature shared areas, like dining rooms, libraries, and activity spaces, with 24-hour staff, daily meals, housekeeping, and transportation services. Benefits include maintaining independence, mental and emotional well-being, and relief from home maintenance. Activities and social events enhance physical health, mental stimulation, and social connections. Assisted living facilities range in size and amenities, from basic to luxurious.

Costs vary widely but can be higher in certain cities. Health insurance typically doesn't cover assisted living, but long-term care insurance and Medicaid may provide assistance. Medicare generally doesn't cover long-term care costs.

To find the best assisted living facility, tour communities, speak with residents and staff, and explore online directories. Engaging with direct care staff and understanding their experiences can offer deeper insights into the quality of care provided"...(Contd.)

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Alleviating Family Caregiver Stress: The Role of Assisted Living & Maintaining Family Connections & Involvement

Team Epoch, Epoch Elder Care

Alleviating family caregiver stress: The role of assisted living & maintaining family connections & involvement

"Family caregivers play an indispensable role in the lives of their loved ones, offering support, comfort, and care. However, it's equally important to acknowledge their own needs and limitations. The responsibilities of caregiving can be overwhelming, and that's where assisted living facilities can step in to provide an essential layer of support. These facilities ensure that professional care is always available, giving families the much-needed respite they deserve.

One poignant example came from the daughter of a resident at Epoch Elder Care. She shared that since her father had been at Epoch, their relationship had flourished. In the past, she used to be constantly on edge, worried about what might trigger his agitation. Simple activities like watching his favorite show, Tarak Mehta Ka Ooltah Chashmah, were fraught with tension. After her father moved to Epoch, she not only enjoyed watching his favorite shows with him, but she also loved seeing him happy and content. The newfound peace had allowed them to connect in ways they couldn't before, transforming their relationship for the better.

This story beautifully illustrates the positive impact that professional support can have—not just on the individual receiving care, but on their entire family"...(Contd.)

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Tier II cities pave the way for a booming senior living market: Report

"A Colliers report highlights that 60% of India's senior living demand comes from tier II cities like Ahmedabad, Surat, and Coimbatore. The market, currently worth \$2-3 billion, is set to grow at over 30% CAGR, reaching \$12 billion by 2030. Factors such as rising life expectancy and the shift to nuclear families are driving this growth. With only 1% penetration and a large demand-supply gap, tier II cities offer lucrative opportunities for developers. By 2050, 21% of India's population will be over 60, making senior living a critical market"... (Contd.)

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Embracing the future as technology revolutionizes elder care and enhances the quality of life

"Integrating technology into elderly care is essential, not just a trend. As technology advances, it will offer more support to elders and their caregivers, enabling healthier, more connected, and independent lives. However, though technology can make the lives of the elderly easier, it cannot replace the human touch, care, affection, and bond that carers and care seekers endure. While tech aids in daily tasks, caregivers and family members provide the emotional support and personalized care that elders need"...(Contd.)

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