



Understanding the Older Donor

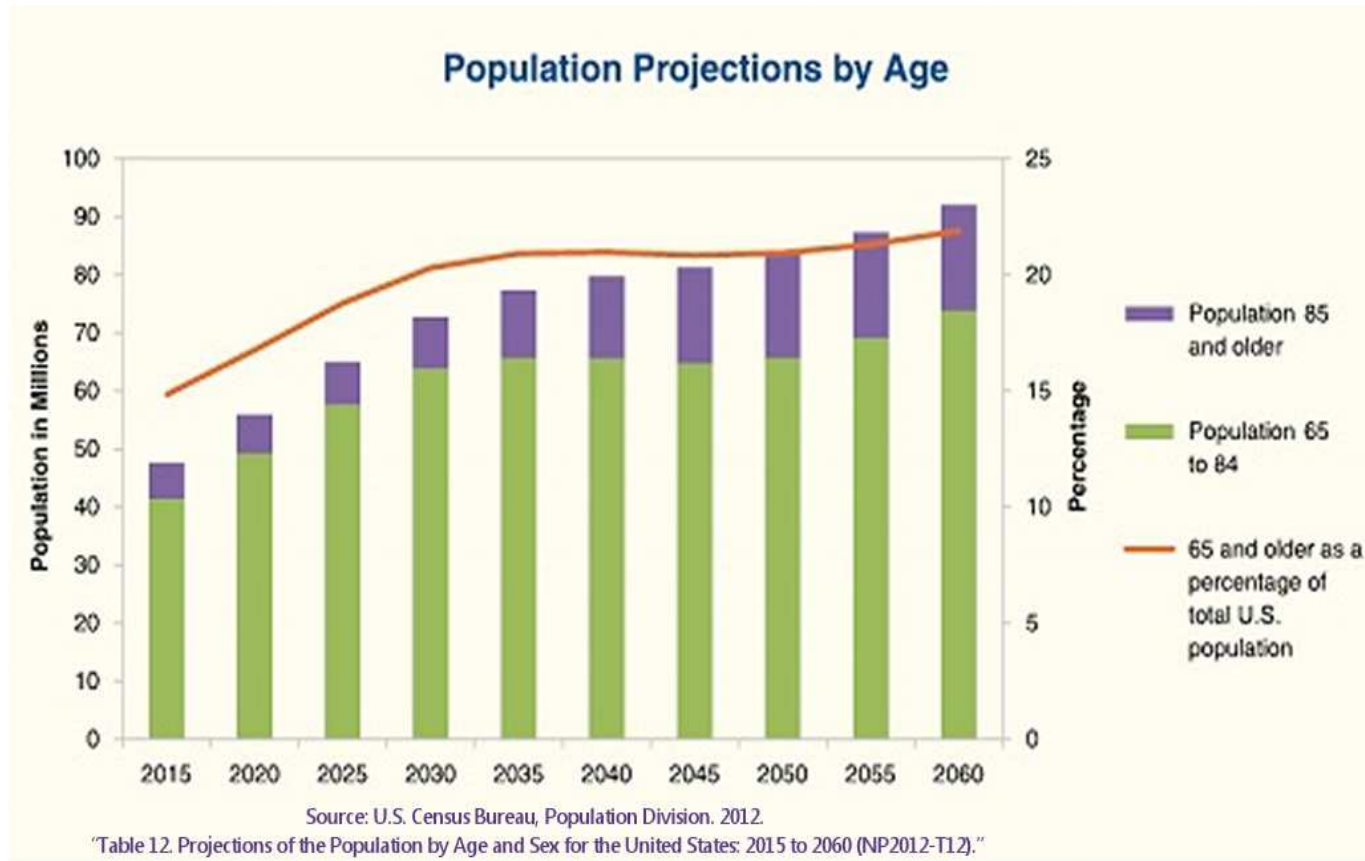


Date: September 28, 2017
Time: 1:00 – 2:30 Eastern Time
Presenter: Lisa Mayfield
Principal
Aging Wisdom



Overview

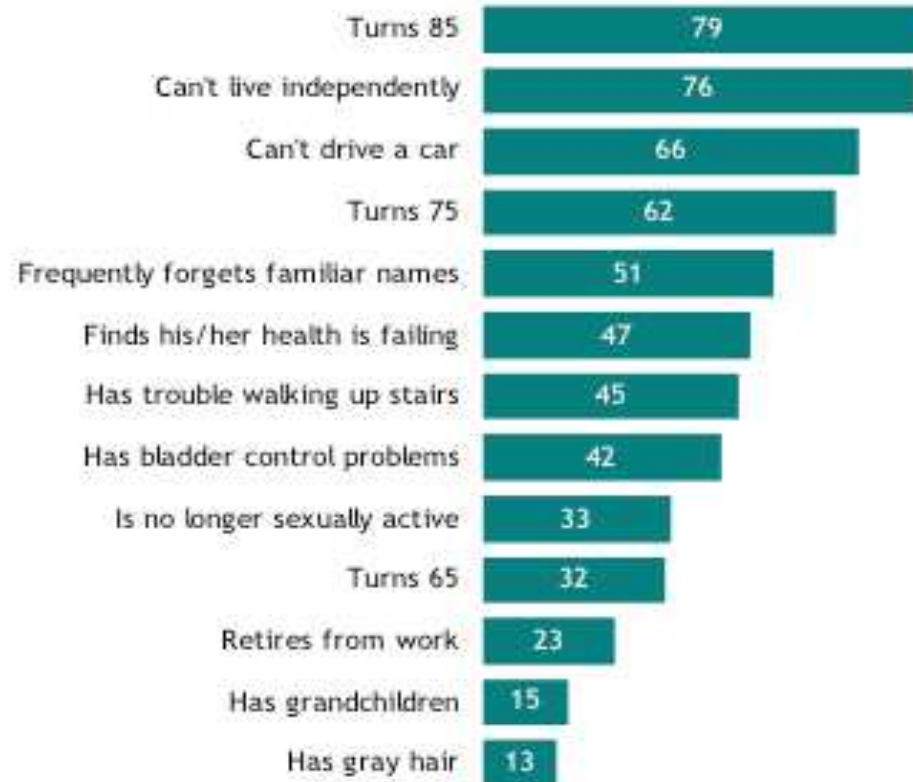
- What to expect as we age
- Common hurdles to aging well
- When to be concerned: red flags
- What you can do
- You are not alone: community resources
- Successfully engaging your older donor
- Remembering generational differences
- Q&A





The Markers of Old Age

% saying that a person is old when he or she ...

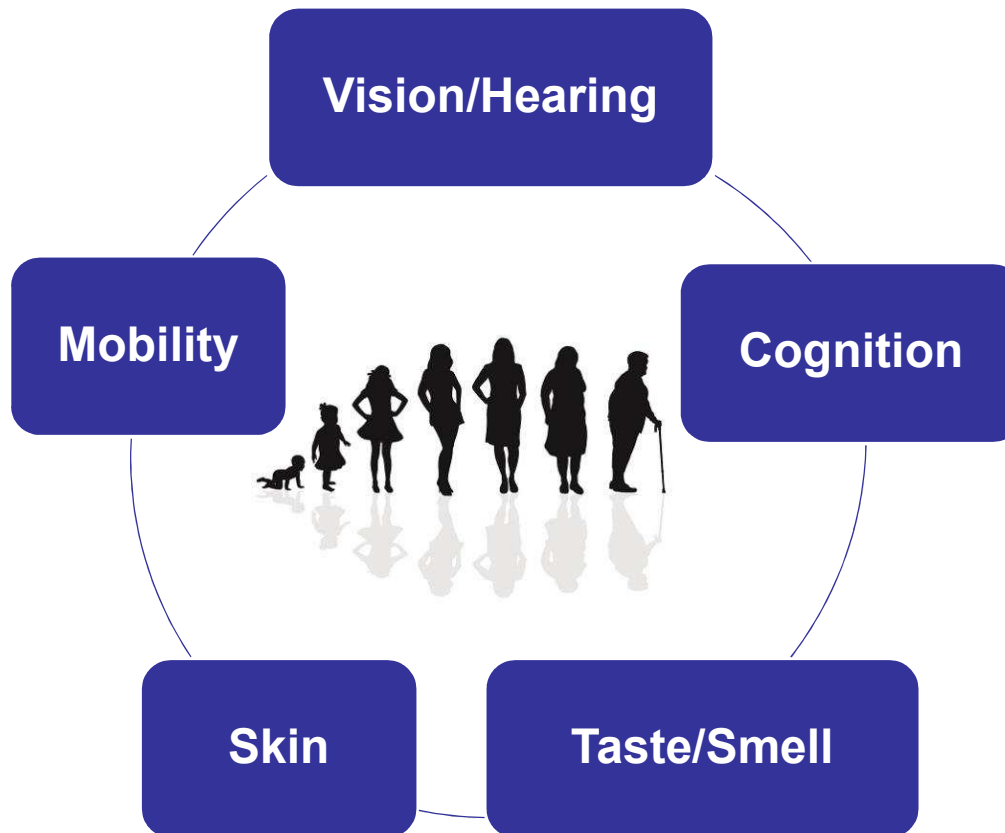


Note: Asked of all 2,969 adults in the survey.

Pew Research Center



What to Expect As We Age





Common Hurdles to Aging Well

Common Hurdles

- 1) Unexpected illness
- 2) Chronic diseases
- 3) Falls/functional decline
- 4) Accumulation of losses
- 5) Becoming a caregiver
- 6) Cognitive changes/dementia



Common Hurdles to Aging Well

Top Chronic Conditions in 65+

- Chronic obstructive pulmonary disease
- Alzheimer's disease
- Depression
- Heart failure
- Chronic kidney disease
- Diabetes
- Coronary disease
- Arthritis
- High cholesterol
- High blood pressure



Top Causes of Death for Older Adults

- 1) Heart Disease
- 2) Cancer
- 3) Chronic Obstructive Pulmonary Disease
- 4) Alzheimer's disease
- 5) Diabetes
- 6) Pneumonia/Flu



Source: U.S. Centers for Disease Control & Prevention



Falls

- One in four Americans 65+ falls each year
- Every 11 seconds, an older adult is treated in the emergency department (ED) for a fall
- Every 19 seconds, an older adult dies from a fall
- Falls result in more than 2.8M injuries treated in EDs annually, including >800,000 hospitalizations & 27,000 deaths
- In 2014, the total cost of fall injuries was \$31B
- Expected to increase to \$67.7B by 2020

Source: U.S. Centers for Disease Control & Prevention



More Common Hurdles: Losses & Caregiving

- ❑ Numerous losses
- ❑ Families out of area
- ❑ Role as caregivers
 - ❑ 29% of the U.S. adult population or 65.7 M are unpaid family caregivers
 - ❑ More than 3 in 10 US households
 - ❑ Family caregivers provide an avg of 20 hours of care/week
 - ❑ Most care for relative (86%)
 - ❑ One third take care of a parent
 - ❑ 66% are female/avg age of 48
 - ❑ 1/3 take care of two> people

Source: National Alliance of Caregiving



Cognitive Changes



Almost half of all people age 85 and older will develop some form of dementia.





Dementia: Most Common Types & Causes

Most prevalent forms of dementia:

- Alzheimer's Disease
- Vascular Dementia
- Lewy Body Dementia
- Frontotemporal Dementia

Other causes of dementia:

- Parkinson's Disease (PD)
- Multiple Sclerosis (MS)
- Alcoholism (Korsakoff's)
- HIV (end stage)
- Head injuries
 - Football, boxing, soccer, concussions



Alzheimer's Disease (AD) Statistics

- Alzheimer's Disease is the 6th leading cause of death in the US
- More than 5M Americans are living with AD
- By 2050, this number could be as high as 16M
- Every 66 seconds, someone in the US develops the disease
- 1 in 3 seniors dies with Alzheimer's or another dementia
- Alzheimer's kills more than breast cancer and prostate cancer COMBINED
- Since 2000, deaths from heart disease have increased by 14% while deaths from Alzheimer's disease have increased by 89%
- In 2017, Alzheimer's and other dementias will cost the nation \$259B
- By 2050, these costs could rise as high as \$1.1T

Source: Alzheimer's Association



Alzheimer's Disease is More than a Memory Disorder: 10 Warning Signs

1. Memory loss that disrupts daily life
2. Challenges in planning or solving problems
3. Difficulty completing familiar tasks
4. Confusion about time or place
5. Trouble understanding visual images and spatial relationships
6. New problems with words in speaking or writing
7. Misplacing things and losing the ability to retrace steps
8. Decreased or poor judgment
9. Withdrawal from work or social activities
10. Changes in mood or personality



Source: Alzheimer's Association



Diagnosing Dementia

- Rule out reversible causes
 - Mental health issues (depression, anxiety)
 - Vitamin B deficiency
 - Thyroid deficiency
 - Bladder infection (UTI)
 - Medication interactions
- History (family and patient)
- Blood, urine and spinal fluid analysis
- CT, MRI, PET
- Cognitive testing (MMSE)
- Neuropsychological testing
- Functional testing



Red Flags: When to be Concerned

Less
engaged

Repeating

Calendar
mix-ups

Unusual
giving

Odd
decisions



More Red Flags: When to be Concerned

New
“friends”

Change in
appearance

Dents on
car

Falls

Confusion



What Can You Do?





You Are Not Alone: Community Resources

- Aging Life Care Professionals (www.aginglifecare.org)
- Elder law attorneys (www.naela.org)
- Alzheimer's Association (www.alz.org)
- Medical providers
- Local Senior Centers
- Senior Information and Assistance





Successfully Engaging Your Older Donors

- Like life: it's all about relationships
- Think long-term
- Get to know the family
- Be involved with estate planning
- Be their community
- Provide avenues to give back & contribute
- Value their wisdom, experience & history



Keep In Mind Generational Differences

Traditionalists (1925-1945)

- Respect authority
- Traditional gender roles
- Value hard work
- Frugal
- Value privacy
- Great reluctance to spend \$
- Frequently took care of their parents

Baby Boomers (1946-1964)

- Rebel against authority
- Less traditional gender roles
- Value leisure/play
- Spenders
- Less private/more open
- Open to paying for help/advise
- Often live away from their parents and/or still working



Questions?





Still Have a Question?

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