UNIVERSITY OF CINCINNATI
Niehoff Urban Studio: Uptown/UC "Boomer" Community
DMP - Spring, 2008

Health Care Delivery

Joan Murdock, Ph.D., MHSA
Director, Division of Health Care Administration
and Informatics
University of Cincinnati
College of Allied Health Sciences
Joan.Murdock@uc.edu

1) Re: Baby Boomers
   a) 77 million
   b) Born 1946-1964; Leading Edge 1946-1957; Trailing Edge 1958-1964
   c) Ages 43-61 in 2007
   d) Financial Resources $2.1 Trillion
   e) Diversity: Age, Ethnic Diversity, Education, Socioeconomic Status
      12% = African-American
      9% = Hispanic
      4% = Asian or Pacific Islander
      <1% = American Indian or Native Alaskan
   f) Average number of children < 18 - Younger Boomer Households = 3.3; Average number of children < 18 Older Boomer Households = 0.6
   g) By 2011, the oldest Baby Boomer will turn 66 and, on average, can expect to live to 83 and possibly into the 90s

> Forever young is the Boomer way of life.
> Youthful ideals persist.
> Negative perceptions about aging process.
> Proactive steps toward a better self-image.
> Ideals about graceful aging through youth maintenance.
2) Health Care Delivery/Health Policy
   a) Treasury Secretary John Snow, Medicare is a bigger problem than Social Security with the added complexity of rising health care costs."
   b) Medicare patients are experiencing (and this will continue at a higher rate) increasing out-of-pocket expenses.
   c) "Society is not likely to tolerate large discrepancies in health care for different groups," says William Gale, economist at the Brookings Institution, a think tank.
       "We are not going to stick seniors with year 2000 health care quality while the rest of us are enjoying 2050 healthcare quality."
   d) Institute of Medicine Report, 1999, "To Err Is Human," up to 99,000 "serious medical errors" (deaths) in US hospitals each year. (www.iom.edu)
   e) Universal Health Care?

3) Levels (Continuum of Care) Review Chart
4) Long-term Care and Community Linkages Review Chart

Brent Green, "Marketing to Leading-Edge Baby Boomers," 2004

<table>
<thead>
<tr>
<th>Types of Health Services</th>
<th>Delivery Settings</th>
</tr>
</thead>
</table>
| Preventive care         | Public health programs  
Community programs  
Personal lifestyles |
| Primary care            | Physician's office or clinic  
Self-care  
Alternative medicine |
| Specialized care        | Specialist provider clinics |
| Chronic care            | Primary care settings  
Specialist provider clinics  
Home health  
Long-term care facilities  
Self-care  
Alternative medicine |
| Long-term care          | Long-term care facilities  
Home health |
| Subacute care           | Special subacute units  
(hospitals, long-term care facilities)  
Home health  
Outpatient surgical centers |
| Acute care              | Hospitals |
| Rehabilitative care     | Rehabilitation departments  
(hospitals, long-term care facilities)  
Home health  
Outpatient rehabilitation centers |
| End-of-life care        | Hospice services provided in a variety of settings |

Figure 10–5 Interlinkages between Services for Those in Need of Long-Term Care.

Source: Adapted with permission from D.A. Singh, Nursing Home Administrators: Their Influence on Quality of Care. © 1997, Aspen Publishers.