



A National Crisis

RISING HEALTHCARE COSTS

People live longer today, thanks largely to innovations in medicine and technology from NASA's space program. But longevity comes with a price, which has risen faster in the U.S. than other nations. These rising costs will get worse as Baby Boomers retire and expect more technical miracles.

Baby Boomers are already starting to retire and take Social Security and will soon increase the healthcare burden dramatically. It's because of the way we provide care today. A dramatic new approach is needed, and its urgency is critical. *(See statistics inside.)*

We need a "Going to the Moon" type of effort to find and exploit the technology solutions that reduce costs with home health care rather than institutional care in hospitals, nursing homes, and assisted care facilities.

But as solutions and care options evolve, how will individuals learn about what's available? This will depend largely on a community of individuals sharing experiences with the new home health care technologies and services. That's what mHealthTalk.com provides – a way to plug into Modern Health Care options.

Modern Health Talk, LLC

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Modern Health Talk

ABOUT TECHNOLOGIES FOR HOME HEALTHCARE

Modern Health Talk is an online community for sharing info about high-tech & low-tech solutions for home health care and aging-in-place.

The community includes a:

- **Website** with general information and resources (lots of great links);
- **Blog** with articles about high- and low-tech solutions for you or your loved ones;
- **Forum** to promote discussion among the growing community;
- **Twitter** account, which also covers related topics not on our site;
- **Facebook** fan page; and
- **Weekly Newspaper** published on paper.li.

The problem we're trying to address by promoting technologies for home health care is the rising costs of care as people live longer. With the onslaught of retiring baby boomers, there's a critical need for finding ways to replace institutional care (nursing homes and assisted living) with aging in place at home. Lots of cool technologies already help address the problem, and more appear every day, but how does one find them and decide which is best? That's where Modern Health Talk comes in. We fill a niche not covered by support groups.



PROBLEM: Rising Health Care Costs

- 40 Million seniors in the U.S Today
- 10,000 more reach Age 65 daily
- By 2030, 71M Americans over Age 65
- People Live Longer; Costs Increase w/ Age
- Average Lifespan 78 years Today
- Avg. Life 67 years when Medicare passed
- 50M Americans have a Disability
- 100M have Family Member with a Disability
- 100M suffer from One+ Chronic Illnesses
- 80% of those over age 80 have a Disability
- 60M people have Asthma and/or Allergies
- 26M adults & children have Diabetes
- 5.3M people have Alzheimer's

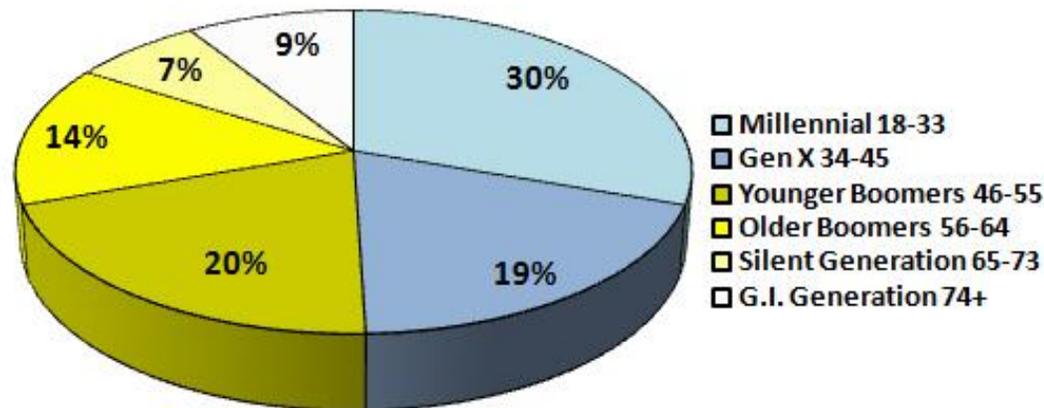
MARKET RESEARCH:

- Global Home Healthcare Market: \$40.5B in 2009, growing to \$66.9B by 2016 (GBI)
- US Digital Healthcare Market: 5.7B by 2015 with 55% CAGR (Parks Associates)
- Average Nursing Home = \$75,190 / year
- Avg. Home Care = \$18,000/yr, including health aid, maid, meals-on-wheels, etc.
- Senior Internet Use Growing: 19% in 2008, 20% in 2009, 40% in 2010
- Seniors are Social: 2/3 of Age 65+ with PC communicate with Family/Friends by email

OPPORTUNITY: Home Health Care

- Mobile Health: \$2.1 Billion in 2001, growing at 22% CAGR through 2014 (RNCOS)
- >17,000 Medical/Health apps (3rd fastest growing), with 60% aimed at Consumers
- Home Automation: \$950 Million oppy. (48% of 65+ population, 19.3M people)
- Electronic Pill Box Reminder: \$583M (29% of 65+ population, 11.7M people)
- Electronic Pill Box w/ Alert: \$402M oppy. (20% of 65+ population, 8M people)
- Remote Patient Monitoring: \$502M oppy. (25% of 65+ population, 10M people)
- Global patient monitoring: \$9.3B by 2014 (Technavio)

GENERATIONS ONLINE



Source: Generations 2010, PEW Internet, 12/16/2010