

THE INTERSECTION OF CURRENT TRENDS IN OT:

ESTABLISHING A WELLNESS
AND PREVENTION PRACTICE
FOR BABY BOOMERS IN A
COMMUNITY SETTING



Are Occupational Therapy Practitioners Preparing for the Future?

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Making the Case for Wellness and Prevention in a Community Setting

Older Patients Feelings and Thoughts

When clinicians ask older clients: “Where do you want to live as you get older?”

The most common answer is “Home”, or “Close to my children/grandchildren”

What about the Baby Boomers?

The 1946-1964 crowd

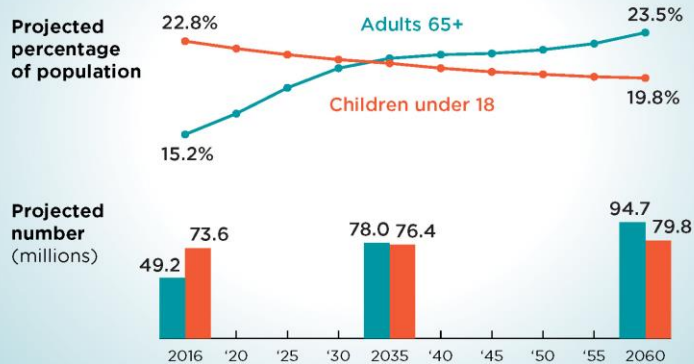
Facts and Figures



An Aging Nation

Projected Number of Children
and Older Adults

For the First Time in U.S. History Older Adults Are
Projected to Outnumber Children by 2035



Note: 2016 data are estimates not projections.

United States
Census
Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

Source: National Population
Projections, 2017
www.census.gov/programs-surveys/popproj.html

By 2030:

- ▶ All baby boomers will be over 65 and will be a more racially and ethnically diverse population.

78 000000

Baby Boomers over 65 by 2030

Characteristics of Aging Baby Boomers

- ▶ Rhonda L. Randall concluded that the baby boomer generation will continue to revolutionize aging as they did for all aspects of society in the past.

Baby Boomers Redefining Aging

Baby boomers \neq Previous cohorts

- ▷ They want to live at home, in the community.
- ▷ They remain healthy longer and actively work at it.
- ▷ They want options; usually they are more educated and informed consumers.
- ▷ They are often selling their homes for profit and often becoming renters.

Baby Boomers Redefining Aging

“Boomers should take heart knowing that what makes their generation unique could make their senior years healthier and more enjoyable than they might expect them to be.”

Rhonda L. Randall, D.O.
Chief medical officer
UnitedHealthcare
Medicare & Retirement

A “Cooler” Way for Baby Boomer Living

The real estate industry is already ahead of the game:

- ▶ It has recognized the new way of aging and is starting to focus on aging baby boomers.
- ▶ Just check real estate advertisements.



www.forrent.com/blog/apartment-hunting/senior-housing-design-award-winners/

What Role Does OT have?

We, as occupational therapy practitioners know what we do, but do our potential clients know what we can provide them?

“

- ▶ *Occupational therapy maximizes health, well-being, and quality of life for all people, populations, and communities through effective solutions that facilitate participation in everyday living.*

AOTA, 2017

”

Let's deconstruct the previous statement...



What is OT?

To paraphrase:
“...that is the question”



...Health, Well-Being, & Quality of Life...

- ▶ In 1948, the World Health Organization (WHO) declared in its constitution that:
“ Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.”

Occupation and Participation

- ▶ The Occupational Therapy Practice Framework explicitly states that: “Achieving health, well-being, and participation throughout engagement in occupation...describes the domain and process of occupational therapy...”

How do we market?

When we have multiple targets...



Barrier #2

Potential Stakeholders

Direct Beneficiaries

- Patients
- Other community-living individuals
- Community interest groups

Primary Care Providers

- Family Doctors
- General Practitioners
- Physicians Assistants
- Nurse Practitioners

Payers

- Insurance Companies



Community
Based

Community
Built

Community Resources

Working in the Community: Promotion of OT

▶ **Community Based**

- ▶ Primary Care
- ▶ Independent Practitioners

▶ **Community Built**

- ▶ Senior Centers
- ▶ Library System
- ▶ Community Health Fairs

Let's Talk About Funding

And the money comes
from???



Barrier #3



Why One or the Other?

ReThinkingAging™

Wellness Planning

78 000000

Baby Boomers over 65 by 2030

Aging in Place
vs.
Aging in the “Right”
Place

Aging in the Right Place

- ▶ In a 2015 Washington Post article, Frederick Kunkle discusses the work of several authors who argue that “aging in place” may have been oversold and it does not take into account the diversity of the older population.

Contributing Factors for Aging in Place

- ▶ General health & wellness
- ▶ Opportunities for lifestyle changes
- ▶ Management of caregiving roles
- ▶ Occupational exploration and participation
- ▶ Physical environment
- ▶ Social and a health support network
- ▶ Previous financial planning

“

Planning is bringing the future into the present so that you can do something about it now.

ALAN LAKEIN

”

Ongoing Models

- ▶ Lifestyle Redesign^R and Health Coaching from USC
- ▶ “Pizzi Health and Wellness Assessment” (originally “Pizzi Holistic Wellness Assessment”) from Michael A. Pizzi
- ▶ Wellness and Stages of Change model

MY Vision for OT Practitioners

- ▶ To be the trail blazers in promoting “Wellness Planning for Life.”
- ▶ To be members of interdisciplinary teams in Primary Care settings.
- ▶ To establish ourselves as consultants and entrepreneurs.

MY Vision for OT Practitioners

- ▶ To work with local government to find solutions for today and the future.
- ▶ To be influential in the promotion of OT through all media.
 - ▶ **LET'S NOT BE ONE OF THE BARRIERS!**

Personal Experiences



ReThinkAging Program

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Growing Old at Home

Answers
and Solutions

Whether you're a senior citizen, a middle-aged adult or a caregiver for an older family member, you may have considered the idea of growing old in your own home. Join us for a conversation to discuss your concerns and find out how an occupational therapist may be able to help you.

Wednesdays, 3 p.m.

May 23, June 27, July 25

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KL-1087 5/18



“If you want to live a happy life, tie it to a goal, not to people or objects.”
ALBERT EINSTEIN

THANKS!

Any questions?

You can find me at @gdlpozas@otcarehelp.com

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