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# Senior Healthcare Trends

February 2024

RAINSTORM DIRECT CONFIDENTIAL

# Overview

**Seniors are happy with their healthcare options and are enrolling in and utilizing their MA plans at increasing rates**

- Non-emergency procedures becoming more routine post-pandemic

**As the Senior population continues to grow, look for key trends:**

- Increase in technology to automate and assist senior care needs, both in-clinic and via home health
- Growing utilization of convenience-oriented care, ie CVS and Walgreens-affiliated care providers
- Decrease in family caregivers in favor of professional care providers, requiring ramp in hiring PCPs and APPs to meet demand

# Current Landscape



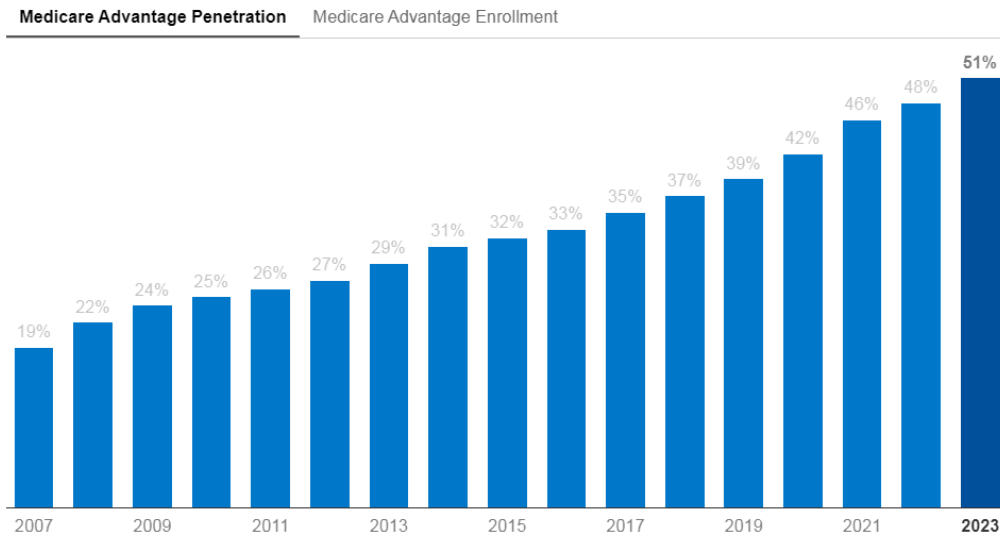
# Medicare Advantage plan enrollment is increasing

51% of seniors enrolled in MA plans in 2023, demonstrating a continued growth trend in penetration among eligible seniors

They see value in Medicare Advantage plans, and are willing to pay more to gain better/more comprehensive coverage

Figure 1

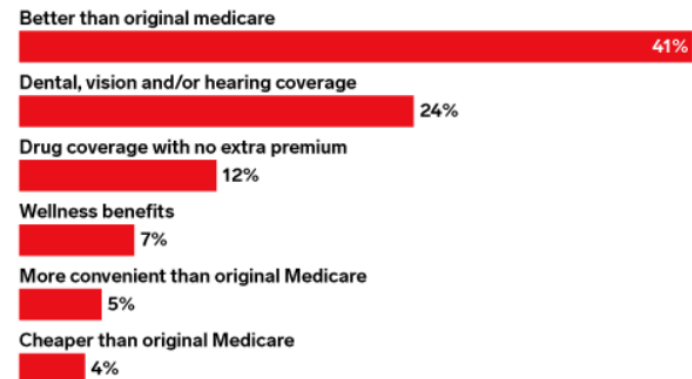
## Total Medicare Advantage Enrollment, 2007-2023



Source

## Primary Consideration in Choosing Medicare Advantage Plan According to US Seniors\*, Jan 2022

% of respondents



Note: ages 65+; \*among those who have been enrolled in Medicare Advantage  
Source: MedicareGuide survey conducted by SurveyMonkey as cited in company blog, May 8, 2022

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InsiderIntelligence.com

Source

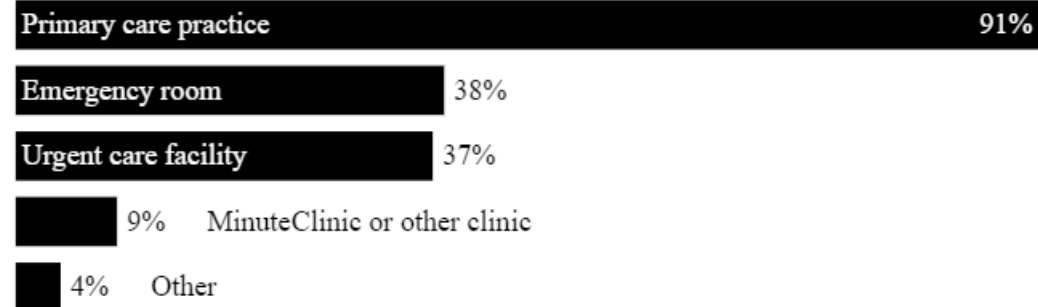
## Seniors are utilizing the tools at their disposal

Seniors are scheduling routine visits with their PCPs for illness, checkups and advice.

Seniors 65+ are the least likely adult segment to skip or delay healthcare, opting to utilize their coverage for more frequent checkups and non-emergency procedures, like orthopedic care.

### Types of Healthcare Providers US Adults Ages 50+ Have Visited, July 2023

% of respondents

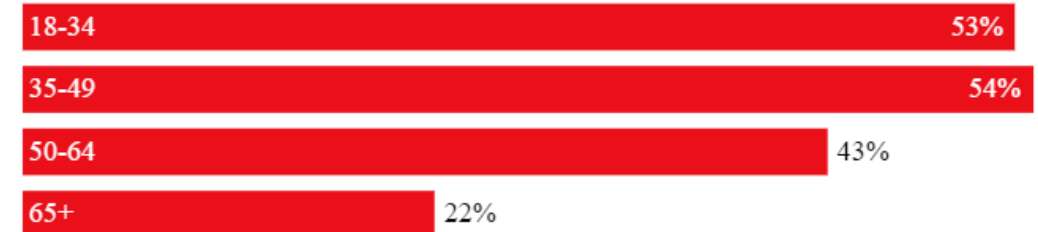


Note: when sick or hurt, wanted advice, or needed a checkup

Source: AARP, "Adults Rate Their Primary Care Healthcare Providers Highly", Oct 11, 2023

### Share of US Adults Who Have Skipped or Delayed Healthcare in the Past Two Years, by Age, March 2023

% of respondents



Note: ages 18+

Source: American Academy of Physician Associates (AAPA) "The Patient Experience: Perspectives on Today's Healthcare" conducted by The Harris Poll, May 16, 2023

A woman with short blonde hair and glasses is smiling broadly while holding a pink smartphone. She is wearing a maroon long-sleeved top. The background is a blurred outdoor setting with green foliage and a building. The text 'Trends for 2024 & Beyond' is overlaid on the left side of the image.

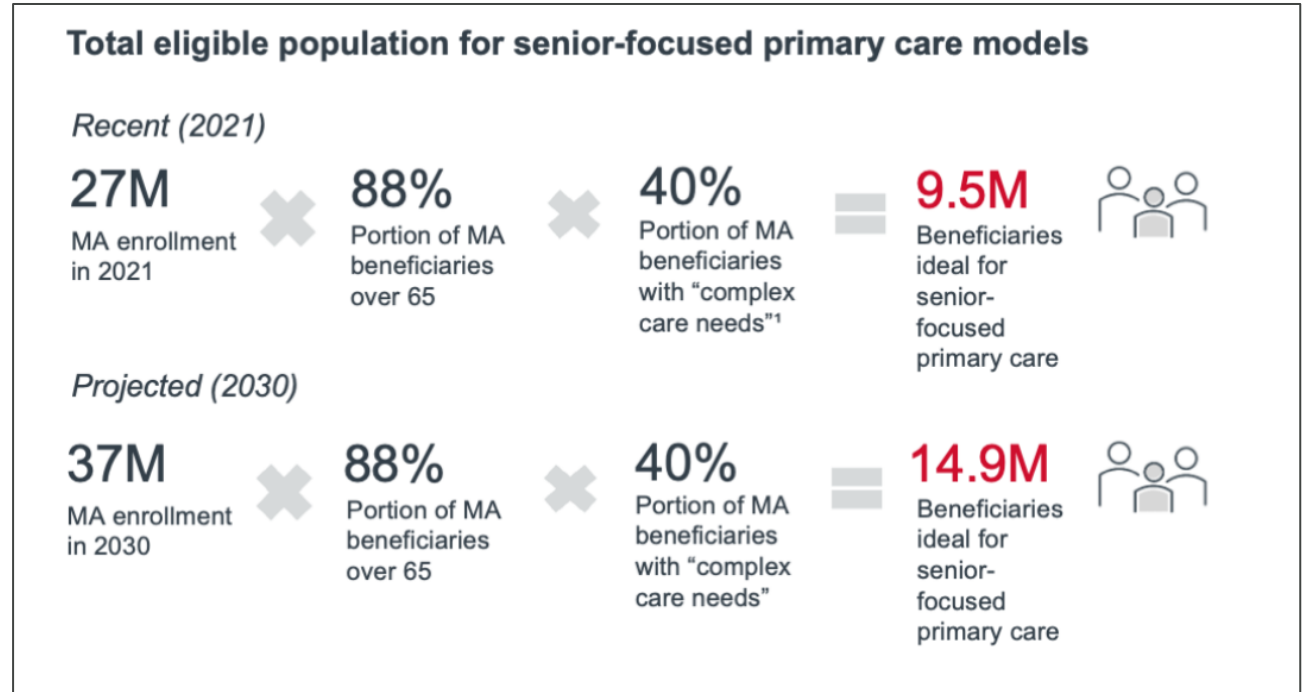
# Trends for 2024 & Beyond

## The Market for Seniors Needing Care Continues to Grow

By 2030 MA enrollment is projected to grow to 37M seniors

With life expectancy increasing and baby boomers reaching Medicare eligibility, the increase in volume and utilization will place stress on the current system

Utilizing technology, convenience care models and prioritizing hiring may stem the impact of the newly-eligible population



[Source](#)

TRENDING TOPICS

# Technology as a Partner in Senior Care

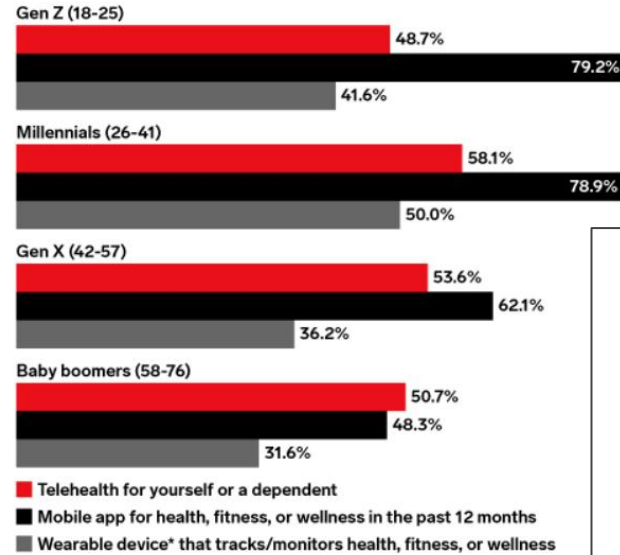
Healthcare tech usage in seniors continues to remain strong, with telehealth utilization rates higher among Boomers vs. Gen Z.

While rates are equal to or lower compared to other ages, seniors 65+ are seeing the importance of using digital tools to stay healthy

Leading healthcare brands are continuing to expand investment in virtual / at-home programs to meet growing demand

## Types of Digital Health Tools Used by US Digital Health Users, by Generation, Dec 2022

% of respondents in each group

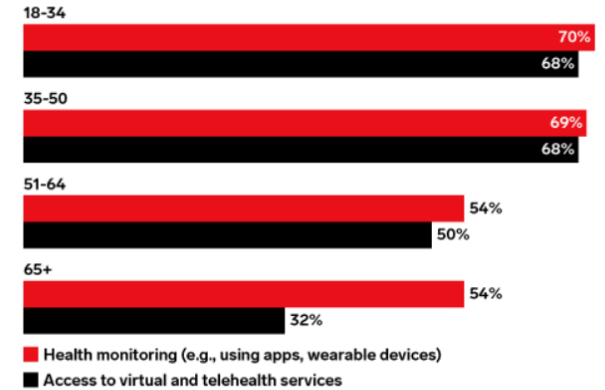


Note: \*includes smartwatches, wristbands, or other wearable accessories that track health data  
 Source: Insider Intelligence | eMarketer, "US Digital Health Survey 2022," June 2023  
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## Importance of Using Select Digital Health Tools to Stay Healthy According to US Adults, April 2022

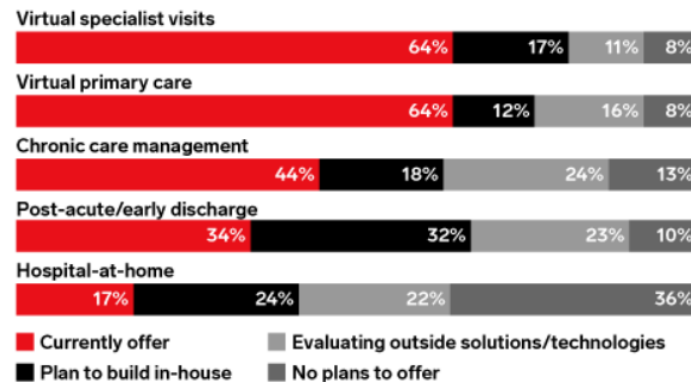
% of respondents



Note: responses of "very important" and "somewhat important"  
 Source: CVS Health, "2022 Health Care Insights Study"; Insider Intelligence calculations, July 11, 2022  
 280229 eMarketer | InsiderIntelligence.com

## Status of Care-at-Home Programs According to US Health System Leaders, by Use Case, Sep 2022

% of respondents in each group



Note: n=103; numbers may not add up to 100% due to "no longer offer" option not being charted  
 Source: Current Health, "The State of Care at Home," Dec 13, 2022

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InsiderIntelligence.com

Source



## One-Stop Options Becoming More Popular

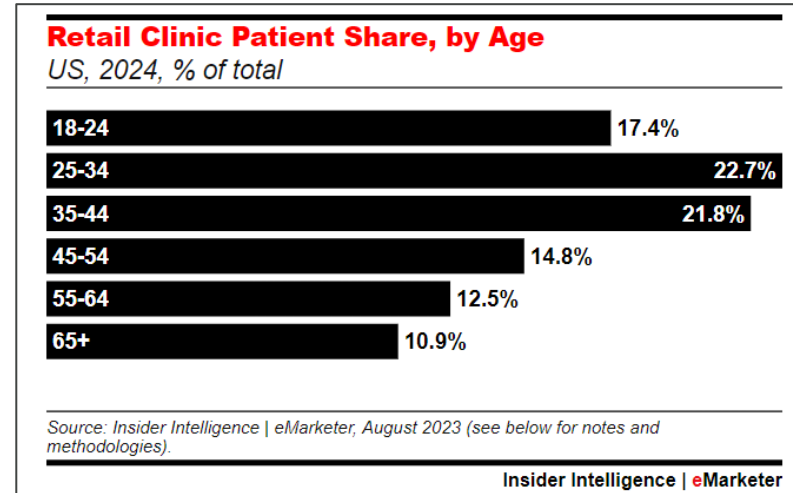
Retail clinic experiences (CVS, Walgreens, Kroger) are increasing in popularity, as patients prioritize convenience.

Boomers are currently the least likely group to utilize retail health clinics, but have the highest percentage of “unsure,” leaving an opening for retail clinics to convince seniors to try their convenience care model.

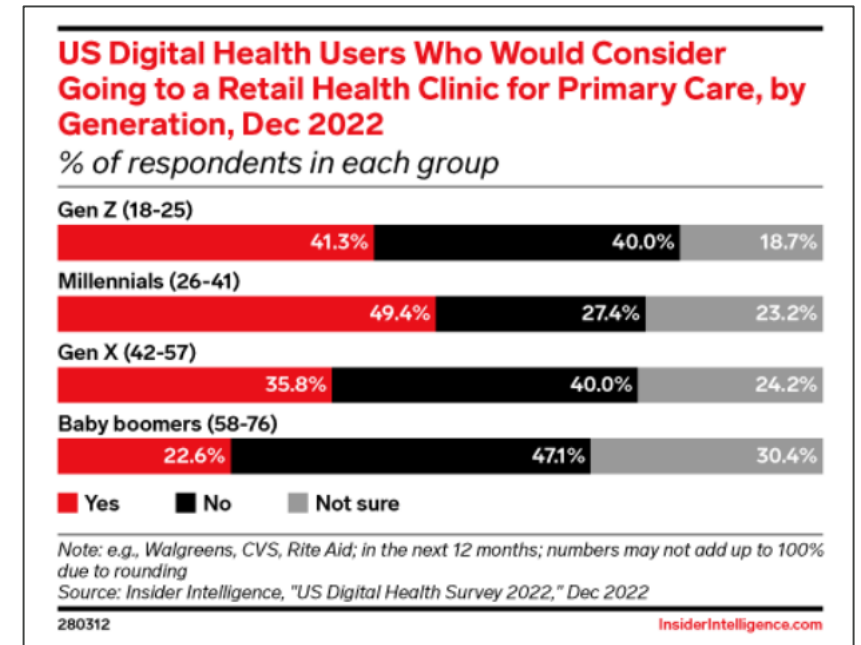
- Around **1 in 6 senior customers** who CVS engaged with in-store ended up scheduling a visit at an Oak Street clinic

Retail clinic patient share is expected to grow to 11.2% in 2025

[Source](#)



[Source](#)



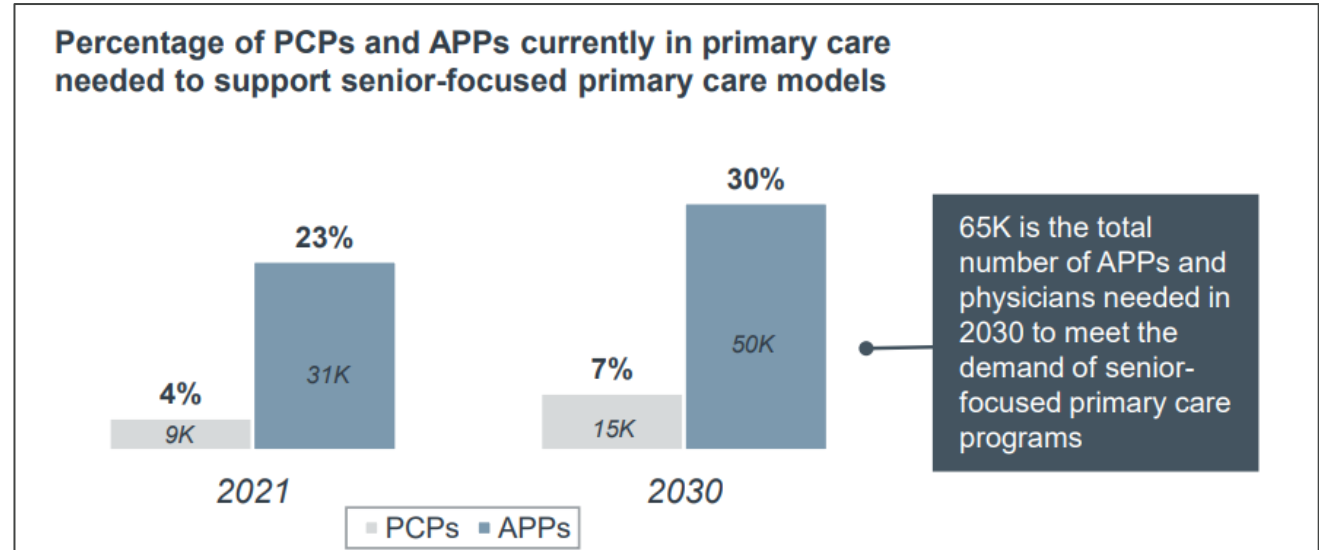
[Source](#)

## Higher value placed on professional care providers as family caregiver numbers dwindle

Seniors being cared for at home by family members will become less of an option over time.

The number of people over the age of 80 is expected to increase by 79% by 2030, while the number of adults between the ages of 45 and 64 will increase by just 1%.

An increase in hiring PCPs and APPs will become crucial to meet increasing demand



[Source](#)



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