



formerly TheKey

Let's discuss aging, shall we?

By Kim Hayden & Jessica Pascasio



Who are we?

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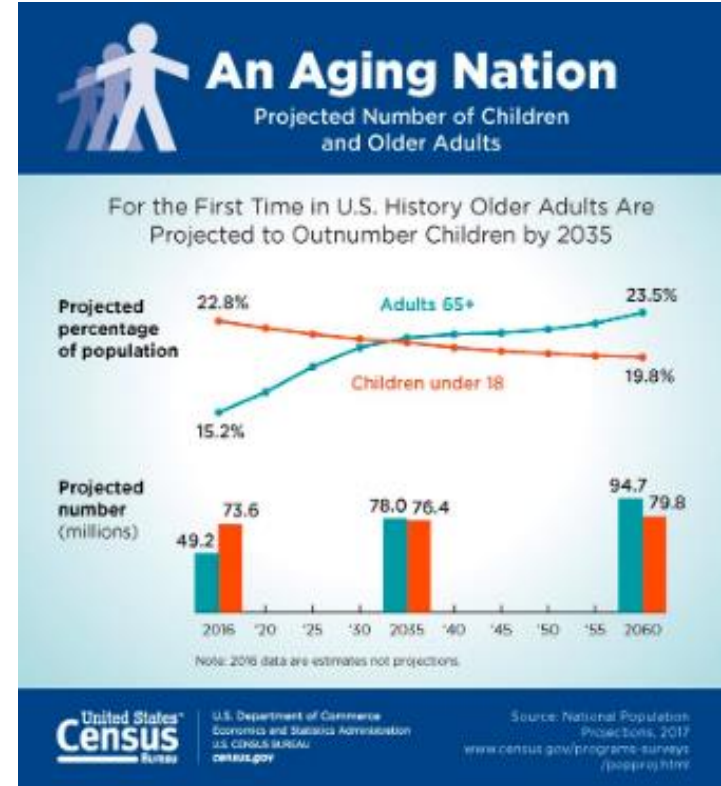


Overview

- Aging population statistics
- Understanding the aging care experience and needs when choosing care
- Understanding long-term care options
- Financing and cost comparisons for home-based and community-based care
- How TheKey can enhance your service offering
- How our Care Team benefits you or your loved ones
- Why TheKey is your preferred partner

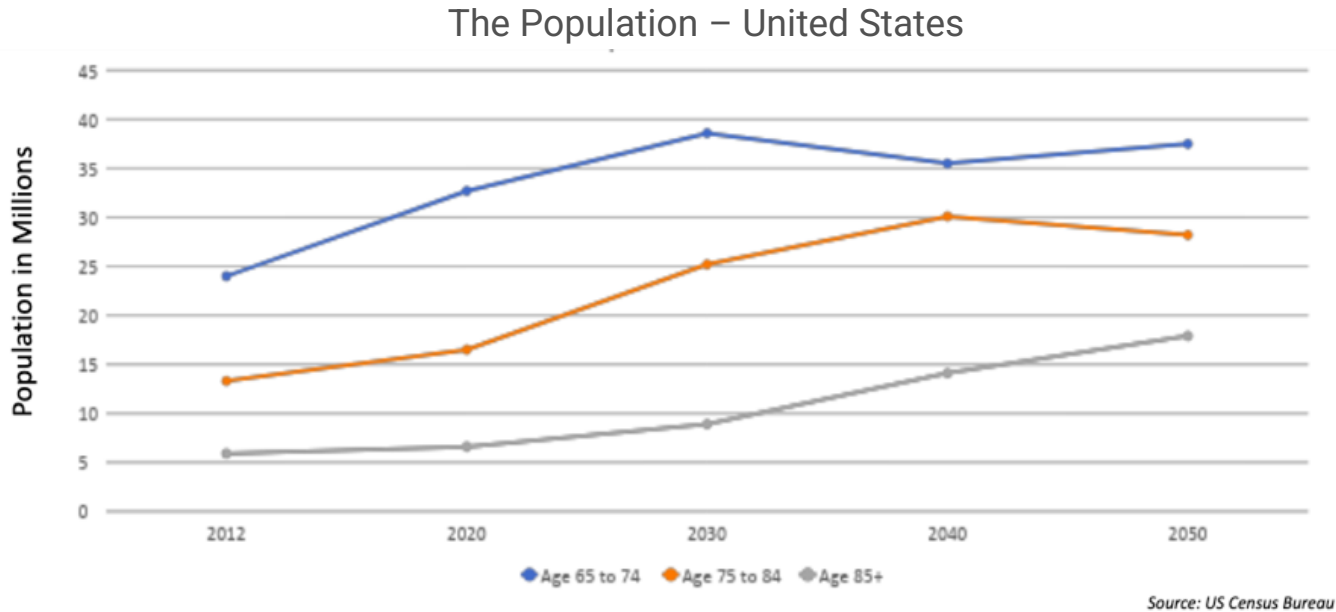
The Population

- As the population ages, the ratio of older adults to working-age adults is projected to rise
- For the first time in U.S. history, older adults are projected to outnumber children under 18 by the year 2035
- By 2060, there will be about 15 million more adults over 65 than children



*Source: 2017 National Population Projection by U.S. Census Bureau

The Population Growth of the United States



*Source: 2017 National Population Projection by U.S. Census Bureau

The Current Aging Care Experience

- **Who:** The typical family caregiver is a 49-year old female caring for a 69-year-old female relative.
- **What:** She has on average been providing care for 4 years, spending 24.4 hours a week caregiving. She is the primary, unpaid care provider.
- **Care Recipient:** The senior typically has a long-term physical condition. They likely live with the caregiver or very close by to them.



**Source: AARP Public Policy Institute and National Alliance for Family Caregiving*

The Current Aging Care Experience

The Adult Children

- 50% of adult children live 100+ miles away from their parent, so they desire peace of mind knowing their parent is safe
- The adult children and senior both require resources and expertise

The Seniors

- Fear the loss of their independence as they age
- They desire a sense of security



Understanding Practical Needs When Choosing Care

- Increased fall risk or loss of mobility
- Incidence of dementia increases with age
- Those with chronic conditions generally need more personal assistance
- Safety of the home
- Potential lack of support systems
- Vulnerability to fiduciary abuse
- Increased reliance on legal and financial professionals

Care Options and Resources



Different types of services:

Independent Living: facilities are for older adults seeking a maintenance-free lifestyle

Assisted Living: housing for elderly or disabled people that provides nursing care, housekeeping and preparing meals as needed

Memory Care: a facility that provides specialized residential care for people living with Alzheimer's disease and other forms of dementia

Homecare: non medical caregiver that can assist with Activities of Daily Living (ADL's)

Home Health: physician driven and is an order for either physical therapy, occupational therapy or speech therapy

Palliative: focuses on easing pain and discomfort, reducing stress, and helping people have the highest quality of life possible

Hospice: also physician driven and is medical care for people with an anticipated life expectancy of 6 months or less, focusing on comfort and incorporating a person's emotional and spiritual needs

What are Activities of Daily Living? (ADL's)

... and why do they matter?

- **Ambulating:** The extent of an individual's ability to move from one position to another and walk independently.
- **Feeding:** The ability of a person to feed oneself.
- **Dressing:** The ability to select appropriate clothes and to put the clothes on.
- **Personal hygiene:** The ability to bathe and groom oneself and maintain dental and personal hygiene.
- **Continence:** The ability to control bladder and bowel function
- **Toileting:** The ability to get to and from the toilet, use it appropriately, and clean oneself.

Any questions so far?



Cost Comparing: Home-Based Care (hourly rate)

Los Angeles Area, CA

Hourly cost

2023

Home Health Care

Homemaker Services	\$35.00
Homemaker Health Aide	\$35.00

As reported, hourly cost.

Adult Day Health Care

Adult Day Health Care	n/a
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Assisted Living Facility

Private, One Bedroom	n/a
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Nursing Home Care

Semi-Private Room	n/a
Private Room	n/a

Source: Genworth's 2023 Cost of Care Survey

Cost Comparing: Home-Based Care (Daily)

Los Angeles Area, CA

Daily cost 2023

Home Health Care	
Homemaker Services	\$220
Homemaker Health Aide	\$220

Based on annual rate divided by 365 days (assumes 44 hours per week).

Adult Day Health Care	
Adult Day Health Care	\$78

As reported, daily rate.

Assisted Living Facility	
Private, One Bedroom	\$189

Based on annual rate divided by 365 days, private, one bedroom.

Nursing Home Care	
Semi-Private Room	\$350
Private Room	\$436

As reported, daily rate.

Source: Genworth's 2023 Cost of Care Survey

Cost Comparing: Home-Based Care (Monthly)

Los Angeles Area, CA

Monthly cost

2023

Home Health Care

Homemaker Services	\$6,673
Homemaker Health Aide	\$6,673

Based on annual rate divided by 12 months (assumes 44 hours per week).

Adult Day Health Care

Adult Day Health Care	\$1,690
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Based on annual rate divided by 12 months.

Assisted Living Facility

Private, One Bedroom	\$5,748
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As reported, monthly rate, private, one bedroom.

Nursing Home Care

Semi-Private Room	\$10,646
Private Room	\$13,262

Based on annual rate divided by 12 months.

Source: Genworth's 2023 Cost of Care Survey

Cost Comparing: Home-Based Care (Annual)

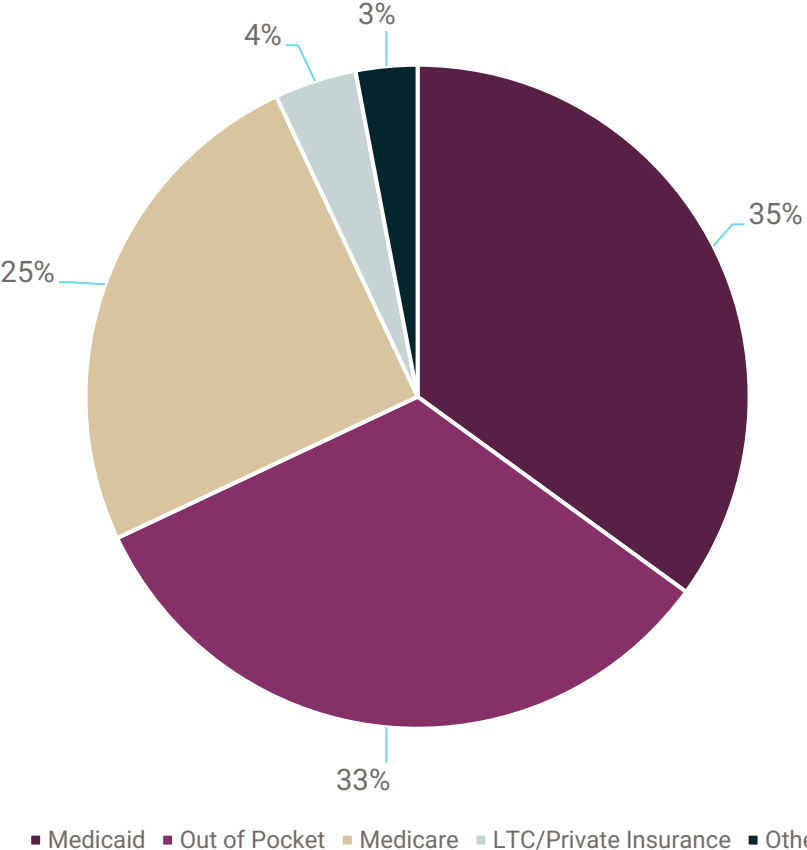
Los Angeles Area, CA

Annual cost	2023	Change Since 2022
Home Health Care		
Homemaker Services	\$80,080	No Change
Homemaker Health Aide	\$80,080	9%
<small>Based on 44 hours per week by 52 weeks.</small>		
Adult Day Health Care		
Adult Day Health Care	\$20,280	-2%
<small>Based on 5 days per week by 52 weeks.</small>		
Assisted Living Facility		
Private, One Bedroom	\$68,970	5%
<small>Based on 12 months of care, private, one bedroom.</small>		
Nursing Home Care		
Semi-Private Room	\$127,750	8%
Private Room	\$159,140	12%
<small>Based on 365 days of care.</small>		

Source: Genworth's 2023 Cost of Care Survey

Financing Long-Term Care

Knowledge of insurance and payment methods the senior has will impact the most viable long-term care option.

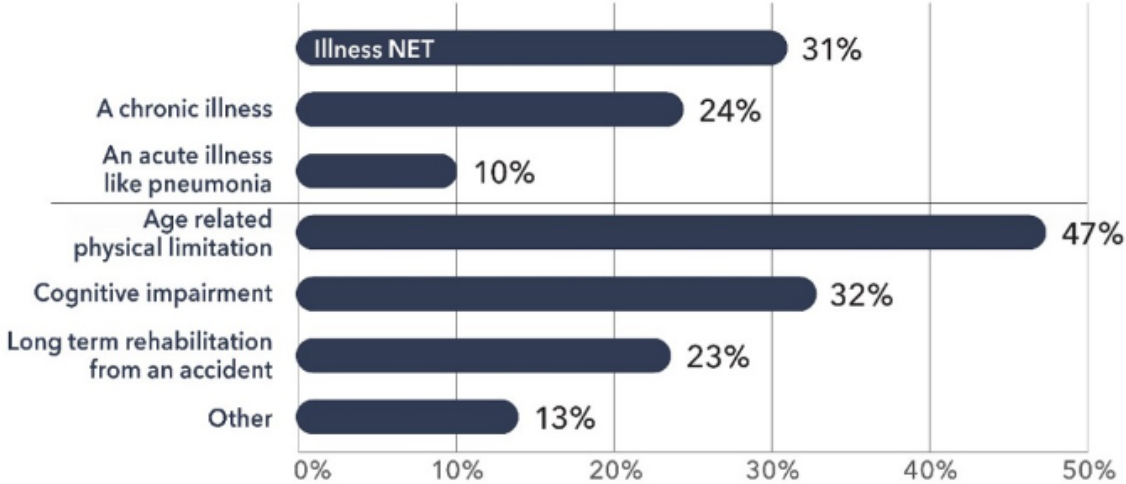


Senior Care Options

Home Care: Privately Hired caregiver	Assisted Living Communities On staff caregivers	Home Care: Agency employed caregiver
<p>Employee can be a family friend or possibly a housekeeper</p> <ul style="list-style-type: none">● Increased liability● Scheduling responsibilities● No background checks, workers' comp coverage, etc.	<p>Facility with employed caregivers</p> <ul style="list-style-type: none">● Caregivers assist with activities of daily living● Provides socialization with other residents● Provides homelike community● Average caregiver to resident ratio is 13:1 meaning that clients might have to wait for assistance	<p>Agency is employer</p> <ul style="list-style-type: none">● Agency assumes caregiver liability● Agency schedules caregiver and provides oversight● Completes background checks, workers' comp, etc.

Cost Comparing: Home-Based Care (Annual)

Causes for Care 2021

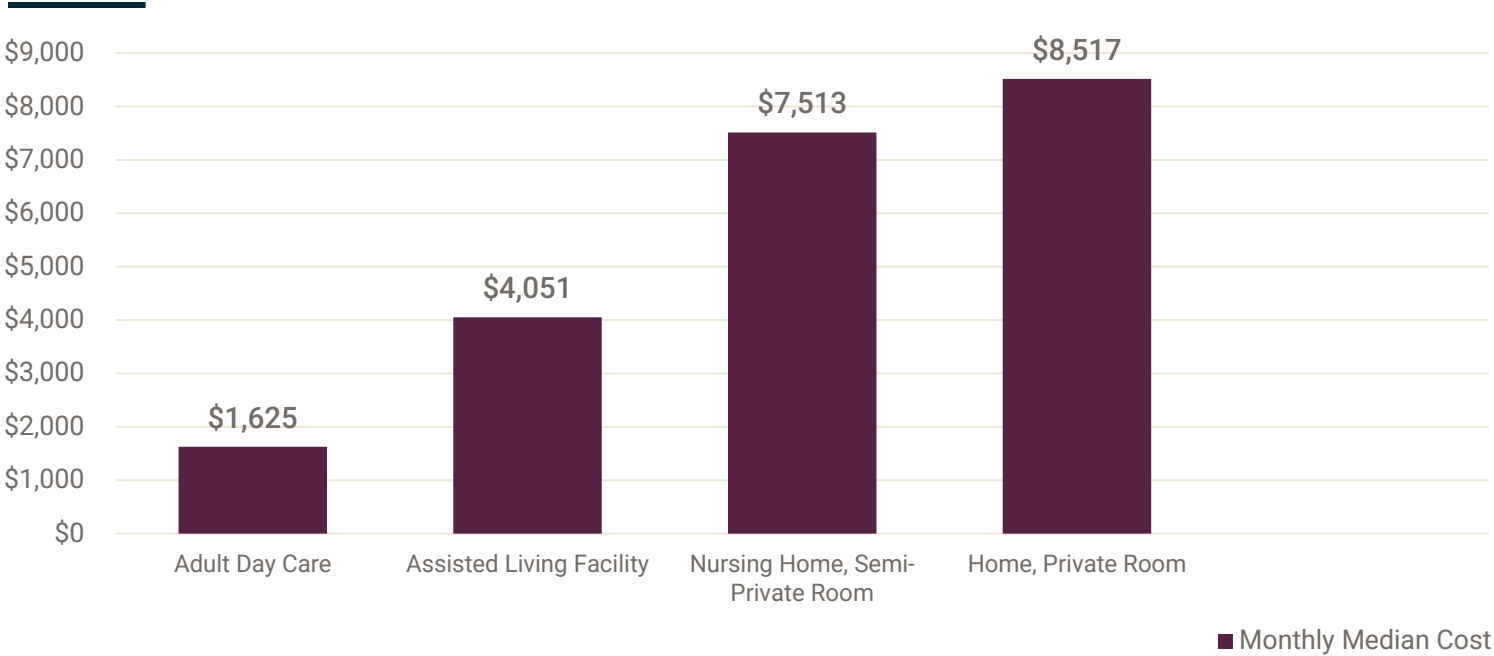


Base = Caregivers (n=963)

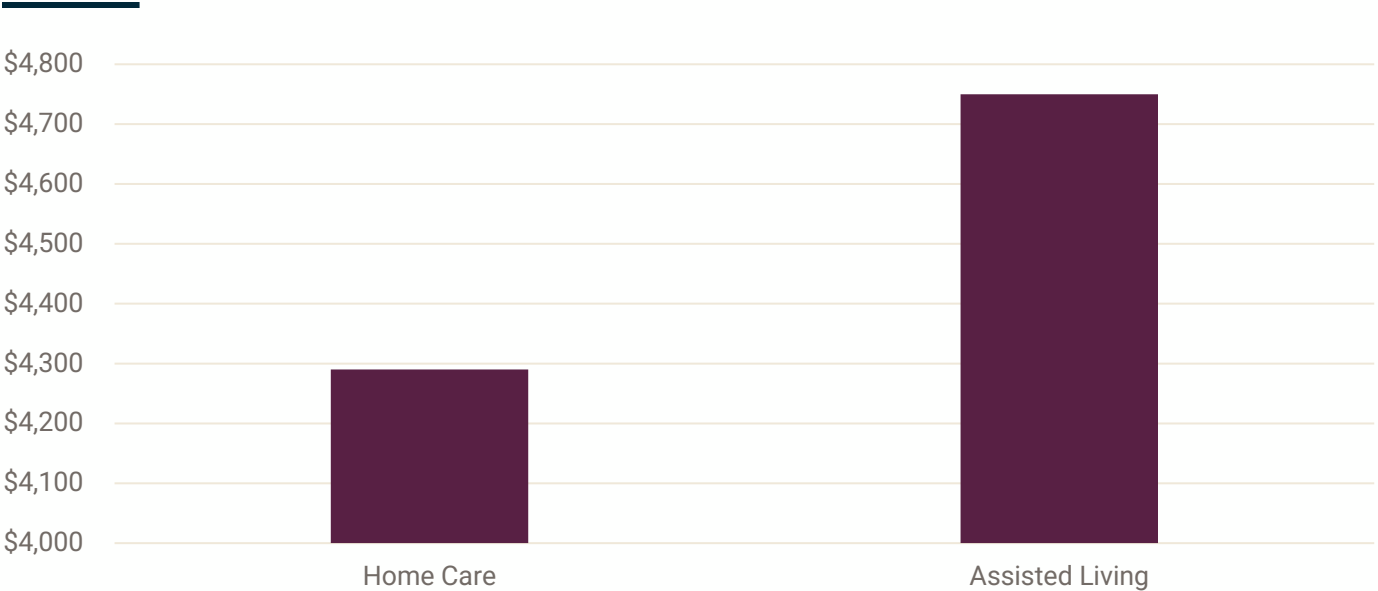
Q25. What is/was the nature of [your/your [PERSON]'s] need for care?

Source: Genworth's 2023 Cost of Care Survey

Cost Comparing: Community-Based Care



Cost Comparing: Home Care vs. Assisted Living



Source: Genworth's 2019 Cost of Care Survey

■ Monthly Median Cost

Is Home Care Covered by Medicare or Insurance?

- Medicare does not cover “non-skilled” home care services
- Traditional health insurance does not cover home care, but Long-Term Care (LTC) insurance does
- A reputable home care agency may be able to process LTC insurance claims on the client’s behalf
- Some military veterans may be entitled to certain pension benefits that cover home care services



How TheKey can help

When someone prefers to stay in their own home long-term, TheKey is the best provider to partner with to provide an aging in place solution.

- We are available to provide care consultations and guidance to you and your family at no charge
- Access to a dedicated Client Care Manager and Care Team 24/7
- Regular status updates on your loved one
- Support and guidance for the client and his/her family members

How our Care Team Benefits You and Your Family

- Delivers expert knowledge in all areas impacting the senior or persons with disabilities
- Promotes client's independence and quality of life while focusing on and advocating through all levels of care
- Works with you to ensure your loved one remains in the most appropriate quality care setting for as long as wanted by client or family
- Takes on non-medical and direct support tasks freeing you to focus on your loved one



How our Care Team Benefits You and Your Loved One

- Provides personal compassionate service focusing on the individual's wants and needs
- Provides an unbiased assessment of how much and the type of support needed in the home
- Provides crisis intervention, caregiver support and education to clients and families 24/7
- Helps streamline communication by serving as an advocate and a communication hub for both local and distant family members to facilitate quality and coordinated care
- Helps clients and their family accept and adjust to help in home.

 THE KEY





Thank you for
your time and for
having us!

