

What's Next?

# Boomer Housing

**Julie Murray**





## Ecumen Quick Facts

- \$160 million in annual revenues
- Celebrating our 150<sup>th</sup> year in 2012
- 5000 units of housing and services
- Honored for the past 7 years as one of the "Best Places to Work" in Minnesota.
- Providing consulting and development services nationwide
  
- Currently Operate:
  - 9 continuum Care Campuses
  - 17 Long- Term Care Properties
  - 70 Senior Housing Properties
  - 5 Home Care Agencies
- Employ more than 4,000 staff and 10,000 volunteers
- \$72 million (283) units under construction in 4 locations in 3 states for 3 owners

## Our Mission:

We create HOME for older adults wherever they chose to live.

## Our Vision:

We envision a world in which aging is viewed and understood in radically different ways.

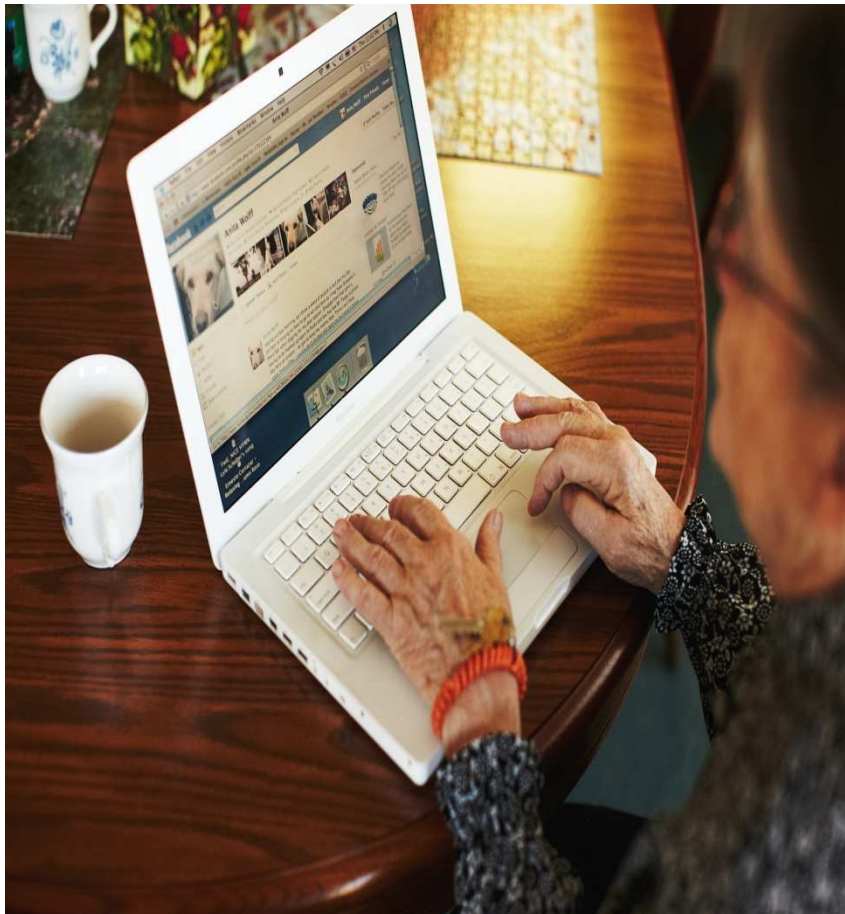
“Aging has so long been viewed as a problem in our society. It is, in fact, and incredible opportunity. An opportunity to make Minnesota better for all people and lead nationally by shaping solutions together that help people live **where** they want to live, **how** they want to live.

- Kathryn Roberts ,CEO Ecumen



# The Ecumen “Age Wave” Study

*Surveyed 564 Boomers 42-60 in 2007*



## What Minnesota Boomers told us they want:

- ◆ Live at home, not institutions
- ◆ Live in communities close to a variety of amenities
- ◆ Multi-generational, not segregated
- ◆ Continue to “work”

## How Ecumen is preparing for the Silver Tsunami:

- Shift away from traditional nursing homes, focus on transitional care allowing boomers to get well and go home
- Ecumen at Home, growing rapidly and looking at enhanced service offerings
- Niche housing focusing on higher education, arts and culture, and other specialty segments
- Repositioning of existing communities
- Creating “communities” without walls
- Ageless communities

